



Elysian 27 - Day 1

It's been a little over 40 years since Elysian production first started. Work on the very first boat began in June 1962. Appleyard Lincoln & Co (Boatbuilders) based in Ely were given vast financial backing by a large company called Shipping & Industrial Holdings. The large company wanted the yard to build and market mass production glass-fibre motor cruisers.

Harry Lincoln, owner of Appleyard Lincoln and Co took up the challenge and with the aid of his designer Huge Easton, the first plans were drawn up. The new boat was to be 26ft in length and to be capable of 15 knots with twin Perkins 4.107 diesel engines. Dick Sparrow who had successfully built up Seamaster Boats was called upon for technical assistance as he had experience in glass-fibre boat building techniques.

At the very last minute, it was decided that a 27ft boat would sell better as most glass-fibre boats were around the 25 to 26ft length, so an extra 3 inches were added to the hull and the transom was given a 4 inch camber to make up the extra length.

First launched in December 1962 for testing, the hull reached and exceeded its design speed of 15 knots. The boat needed a name if it was to be taken to the 1963 London Boat Show. The name ELYSIAN was coined by a friend of Harry Lincoln, a Tommy Thompson who was a retired art director at Elstree Film Studios.

There was very little interest in the all new 'plastic' boat, it was a disaster. The very first Elysian was purchased in May 1963, with a debt of £60,000 Harry needed to market the boat differently.

Instead of aiming for the Private buyer, Harry gave a big marketing drive towards the Hire Fleet Operators. The boat returned to London for the 1964 boat show, at last the order books were full as hire fleet operators up and down the country ordered the new additions to their hire fleet, the Elysian 27 was about to become the UK's best selling motor cruiser.

Below & Right - December 1962

Hull and build number one is launched into the river Ouse, Ely. Twin Perkins 4.107 diesel engines gave the new hull a planing speed of 15 knots.



Elysian 27 Standard Twin Screw Model