



# J.G.Meakes MADEIRA 27

The 'Elysian' years covered from 1963 to 1972. From 1972 onwards Appleyard Lincoln & Co teamed up with J.G.Meakes of Marlow. Based on the River Thames, Meakes intension was to take the Elysian mk2 model, add some minor cosmetic improvements, give the boat a new name and aim for the private sector of the market. The 'Madeira' 27 was launched at the London Boat show in 1972. Seamaster and Freeman Cruisers enjoyed profitable sales within the private boating sector. Appleyard Lincoln & Co together with J.G.Meakes attempted to capture some of the market.

New promotional photo's were taken and a colour brochure detailing the new boat was prepared. There was problem, the new Madeira was just the old Elysian mk2 re-badged. Meakes knew the public needed something modern, something new and work began to design a whole new superstructure whilst surviving on the moderate sales of the early Madeira 27 aft cockpit.



**Left** - Lovely promotional photo of early type Madeira. The name on the bow is 'Madeira 27 AC'. This boat was to take on the mighty private sector. Twin Ford 4/58 diesels were introduced as a 'going to sea' option giving planing performance with speeds in excess of 15 knots. A 12volt onboard fridge was added as a deluxe option and the aft cockpit was redesigned to allow the canopy to 'role and fold' into a recess behind the upholstered aft bench seat.

**Right** - At last, a modern superstructure was designed and launched in 1973. The Madeira centre cockpit with revolutionary interior layout and enlarged toilet and shower compartment. This boat would go head to head in the battle for private sales. Seamaster had just launched their '813' model and it was no secret that Freeman Cruisers were about to unveil an all new range of cruisers to replace their aging 23ft and 26ft craft.



**Left** - All new design from Seamaster, the 813 model launched in 1972 was a 'wake up' call for both Appleyard Lincoln and Freeman cruisers. Freeman responded with an all new 24ft design in 1975, the same year J.G.Meakes ceased production of the Madeira and any further use of the Elysian hull. The mould tools were put up for sale, Bounty purchased them in 1975, yet another chapter of Elysian production was about to begin.

[Next](#)