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have created growing doubt about the outlook for the industry **C3**

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Landmark dealership changing location

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The cornerstone business of one of the busiest intersections in Lakeshore is moving downstream.

Lakeview Marine & Sports, on E.C. Row and Manning Road, has changed its name and is relocating to Advanced Business Park, about two miles east along the expressway.

Groundbreaking ceremonies for the new 37,300-square-foot Lakeview Performance Marine & Recreation Ltd. dealership were held Wednesday at the new location, with the owners, design contractor Rosati Construction Inc. and Lakeshore politicians. Situated on a five-acre section of land, the new dealership is designed for future expansion.

With about 200 feet fronting E.C. Row, the two-storey building is steel supported with stucco block facade. The main floor is comprised of a 7,000-square-foot showroom, a 3,000-square-foot parts and service department, 9,850-square-foot warehouse and a service bay measuring nearly 6,000 square feet. The second floor consists of sales offices and a conference room.

Assets of Lakeview Marine & Sports, owned by Roy Desjardins for more than 40 years, were purchased by plastics injection mogul Alex Pinsonneault earlier this year and after the takeover, the name was changed to



ON MOVE: Alan Pinsonneault, president of Lakeview Performance Marine and Recreation Ltd, left, chats with Vince Rosati, founder of the Rosati Group, centre, and Tony Rosati, CEO of Rosati Construction Inc. during a groundbreaking ceremony at the site of a 37,000-square-foot facility in the Advance Business Park.

Star photo: Nick Brancaccio

Lakeview Performance Marine & Recreation Ltd.

Pinsonneault and A.P. Plasman Corp., employ about 1,000 at Build-A-Mold Ltd. and Moldplas Inc., and Trimplas Inc., on Silvercreek Industrial Drive.

His son Alan Pinsonneault, 24, vice-president of Pinsonneault-owned Motorsports, a race-car speedway developer, is president of Lakeview Performance. It will include a larger inventory of recreational vehicles, including

snowmobiles and all-terrain vehicles.

His daughter Alison Pinsonneault, 30, former general manager of Moldplas, has become general manager of the new dealership.

Lakeview is one of Canada's largest full-service marine dealerships, selling new and pre-owned pleasure boards, jet boats, aluminum and sport boats, cruisers, engines and trailers. Sea & Ski Marine Stores, owned and operated by Dan Denomme, will take up 5,000 square feet and will offer boating sup-

plies and gear.

The dealership will be open for business by February and will employ about 15 people.

Rosati is a family-owned business, established in 1969, and is the contractor for the new facility. The design/build method differs from the more traditional forms of contracting in that the owner deals with one single entity — the design builder, who provides the design and the contraction process under one contract.