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PURSUIT AWARDS TOP DEALERS AT ANNUAL DEALER CONFERENCE

Ft. Pierce, Florida – Pursuit Boats recently held its Dealer Meeting to usher in the 2009 Model Year and to present awards to their top dealers at South Seas Island Resort and Marina, Captiva Island, Florida.

The Pursuit Dealer organization was treated to the introduction of the new C 280 Center Console and for many dealers, it was the first time they had a chance to run the new OS 375 Offshore, introduced during the Palm Beach Boat Show in April, as well as the reintroduction of the C 230 Center Console featuring a new transom design and the C 310 Center Console featuring a new console design.

Greeting everyone during the start of the business meeting on Monday was a rousing video with music designed to match the conference theme of “Start It Up”, along with a warm welcome from George Hetzel, Vice President of Sales and Marketing. Pursuit’s founder and chairman Leon Slikkers welcomed the attendees with his vision of the future of Pursuit during the Monday business meeting. This vision included introduction of several new models throughout the model year, combining innovation and forward thinking design with an ambitious production schedule and the additions to the plant designed to increase and streamline production. Tom Slikkers, President of Pursuit, helped motivate the group with his positive and realistic view of the market and conditions. The dealers spent the rest of the day in regional meetings and engineering forums, where they learned of the many enhancements and features that the new models are being built with, and of course, all dealers were able to sea trial the entire Pursuit fleet.

The conference was concluded with an awards banquet and trophy presentation to the top ten Pursuit dealers. Awards were also made to the salespeople who qualified for the prestigious “Club Pursuit and Club Elite” sales awards for model year 2008 as well as those dealers who recently achieved Flagship Dealer status.

Top honors for the number one Pursuit dealer went to Walker Marine, located in Marco Island, Florida. Jim and Christine Walker, owners, were not able to be present, but their daughters Melissa and Amanda, along with their top salesman, John Pettite and Manager of their Fort Myers location, Denny Pellicci, accepted a beautiful bronze sailfish trophy and shadow box plaque for their dealership.

The **Top Ten** Pursuit dealers for the 2007 Model Year include:

1. Walker Marine, Marco Island, Florida
2. Legendary Marine, Destin, Florida & Gulf Shores, Alabama
3. Maspur Marine, Panama, Nicaragua, Mexico, Honduras, Guatemala
4. International Boat Service, Italy
5. Lentine Marine, Stuart & Palm Beach Gardens, Florida
6. Comstock Yacht Sales, Brick, New Jersey
7. Lakeside Marine, Lakeside & Port Clinton, Ohio & Harrison Township, Michigan
8. Yarmouth Boat Yard, Yarmouth, Maine
9. Island Yacht Brokers, Chester, Maryland
10. West Coast Marine, Newport Beach, California

Maspur Marine was named Top Retail International Dealer for 2008. Blakeley Ellis, of Legendary Marine received the Top Retail Salesman award for the model year. Achieving Flagship Dealer Status were the following dealers:

Gold Level –

Caribee Boats, Islamorada, Florida
Comstock Yacht Sales, Brick, New Jersey
Lakeside Marine, Lakeside & Port Clinton, Ohio & Harrison Township, Michigan
Quality Boats of Clearwater, Clearwater, Florida
Pride of Muskoka Ltd, Bracebridge, Ontario, Canada
Walkers Marine, Marco Island, Florida

Platinum Level –

Strong's Marine, Mattituck & Southampton, New York

The Pursuit Flagship Dealer Program in conjunction with the MIDC Certification is a continuous improvement certification program focused on the highest standards of Customer Satisfaction in the areas of Operations, Sales, Marketing and Service in the Pursuit dealer network. Dealers must meet high standards in all four functions as well as be MIDC certified in order to become a Flagship Dealer. "The real benefit to our dealers is their focus on operational excellence, resulting in higher customer satisfaction and repurchase intent. This exemplifies the customer for life attitude in our dealer organization," says George Hetzel, Vice President of Sales & Marketing.

Pursuit Boats is a division of Holland, Michigan-based S2 Yachts, Inc. For more than half a century, three-generations of this family-owned business have set an unsurpassed standard of quality in marine design and manufacturing. From their modern production facility in Ft. Pierce, the Slikkers family continues to build distinctive fishing boats in Offshore, and Center Console configurations, with models from twenty-three to thirty-seven feet.