



Pursuit Boats Announces New Business Development Manager



Ft. Pierce, Florida, July 18, 2017 Pursuit Boats is pleased to announce that Les Ares has joined the Pursuit Boats sales team as Business Development Manager for South Florida, Latin America and the Caribbean.

Les joins Pursuit directly from Lumishore where he served as the Vice President of Sales and Marketing. Les has eleven years of sales and marketing experience in the boat industry, a bachelor's degree in Marketing from Florida International University and an M.B.A. He has extensive experience in distribution management, training, strategic planning and the implementation of practical initiatives. Les grew up in Miami and is an avid boater with a USCG OUPV (6 pack) Captain's license. He is also a member of the International Yacht Brokers Association and has completed the Certified National Marine Electronics Association (NMEA) installation program. Les will be relocating to the Treasure Coast with his wife and two children.

In this new role, Les will be focused on the strategic growth of Pursuit dealers located within his markets of responsibility and the expansion of the Caribbean and Latin American countries.

"We are pleased to welcome Les to the team and look forward to his contributions to our dynamic dealer network," said Mark Taiclet, Director of Sales, Pursuit Boats. "He brings a wealth of sales and marketing knowledge as well as a passion for boating that will continue to foster our working relationship with some of our top ten domestic dealer partners and strengthen our presence in the Caribbean and Latin American markets."

Pursuit Boats are manufactured in Fort Pierce, Florida in lengths of 23 to 40 feet. They come in Center Console, Dual Console, Offshore, Sport and Sport Coupe configurations. For more information, please visit pursuitboats.com. S2 Yachts also manufactures Tiara Yachts, headquartered in Holland, Michigan, producing inboard powered luxury yachts in the 31 to 50 foot class. Tiara's lines include the Open, FlyBridge, Convertible, Coupe and new Q models. Tiara and Pursuit are subsidiaries of S2 Yachts, Inc., one of the oldest privately held boat manufacturers in the United States.