



PURSUIT ENTERS SPORT YACHT MARKET

Ft. Pierce, Florida, April 19, 2012: Pursuit Boats announced today plans to deliver a Sport Yacht powered exclusively by Yamaha Outboards to market in the early fall of 2012.

“Our goal is to leverage our strengths in design, engineering and manufacturing along with our reputation for delivering the finest in outboard powered fiberglass boats. We see an opportunity to bring new technologies to the Sport Yacht market giving customers distinct advantages in performance and fuel efficiencies not available in today’s marketplace,” Tom Slikkers, President, Pursuit Boats.

The all new Pursuit Sport Yacht will be in the mid-thirty foot range and feature modern styling and manufacturing technologies powered exclusively by dependable Yamaha Outboards. The patent-pending design will be revealed to the marketplace over the next few months through a series of visual and print elements delivered online through the Pursuit website, social media outlets, online boating portals and traditional publications. The new series will be given a name prior to its physical debut to consumers in the early fall of 2012.

“New product is the lifeblood of any brand. We see the Sport Yacht market as a logical step in the growth of our model lines and customer base. The new Sport Yacht series will be Pure Pursuit, consistent with the heritage of the company and luxury product associated with the brand,” George Hetzel, Vice President Sales and 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 has set an unsurpassed standard of quality in marine design and manufacturing. From their modern, recently expanded production facility in Ft. Pierce, Florida, the Slikkers family continues to build distinctive award winning outboard powered fishing boats in Offshore, Center Console, Sport and Dual Console configurations, in models from eighteen to thirty-eight feet. S2 Yachts also produces Tiara Yachts, whose inboard power models include Open, Sovran, and Convertible models ranging in size from thirty to fifty-eight feet built in Holland, MI.



PURE. PURSUIT

PATENT PENDING



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