



## Pursuit Boats Begins Plant Expansion Project

**Fort Pierce, Florida, May 1, 2017** – Construction is underway for a new building at the Pursuit Boats facilities in Fort Pierce, Florida. The expansion will enable Pursuit to increase production up to 50% in order to meet the growing market demands for Pursuit's luxury line of sport fishing and cruising boats. The increased pace of new product introductions, like the S 328, has generated retail enthusiasm to levels that require more manufacturing space.

"We're excited about the expansion and what the growth means for our company. A lot of hard work and planning has gone into making this a reality," said Bruce Thompson, President, Pursuit Boats. "The new building will give us the capability to continue to grow our portfolio while also increasing the efficiency of our manufacturing processes."



The \$2.1 million dollar investment will add 30 new jobs and 14,000 square feet to the existing facility. Construction is scheduled to be complete this summer allowing production to begin in the new building in August. This timing coincides with the beginning of the 2018 model year introduction.

Pursuit's proven manufacturing processes allow them to deliver the finest in luxury sportfishing and cruising products, offering customers an unparalleled experience in boating around the world.

"Our market share and retail sales have shown consistent growth over the past several years, solid indicators that our product mix, features and benefits match market demands and high-end customer expectations. It is no accident that our manufacturing facilities need to expand; it is the result of great business acumen under the current Pursuit leadership and family", George Hetzel, Vice President of Sales.

# PRESS RELEASE



Pursuit has delivered three stellar new Sport Model Pursuits, from 32 to 40 feet in length, changing the way fisherman and cruisers will look at the center console marketplace for years to come. Add these models to the latest award-winning Offshore and Dual Console products, and it is not hard to see why the company's growth demands more production capabilities.

*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 [www.pursuitboats.com](http://www.pursuitboats.com). S2 Yachts also manufactures Tiara Yachts, headquartered in Holland, Michigan, producing inboard powered luxury yachts in the 31 to 53 foot class. Tiara's lines include the Tiara Series, Flybridge, Convertible, Coupe and Q models. Tiara and Pursuit are subsidiaries of S2 Yachts, Inc., one of the oldest privately held boat manufacturers in the United States.*