



PURSUIT ANNOUNCES PRELIMINARY SPECIFICATIONS OF NEW SPORT YACHT

Ft. Pierce, Florida, June 29, 2012: Pursuit Boats announced today the preliminary specifications of their new Yamaha Outboard-powered Sport Yacht scheduled for completion in the early fall of 2012. The new luxury vessel will be designated a 36 footer; however the patent pending design inclusive of the outboard power will bring her overall length to an impressive 41' 2".

"Over the past several years, Pursuit has perfected the process of constructing outboard-powered luxury boats. Naturally, we are excited about the possibilities of applying our internal design and production technologies to the Sport Yacht market backed by dependable Yamaha Outboards," commented Tom Slikkers, President, S2 Yachts.

The all new Pursuit 36 Sport Yacht will be powered exclusively by the most advanced, best performing power option in the marine marketplace today, Yamaha Outboards. The patent-pending design will take advantage of the wealth of space revealed through her use of outboard power plants. Upon completion, Pursuit will show notable advances in a full beam mid-cabin, spacious galley and cockpit features. Yacht-caliber fit, finish and performance will be re-defined.

"The success of our award winning outboard-powered designs in the 30 plus foot marketplace gives us great confidence in the future success of the new 36 Sport Yacht. As a company known for delivering luxury models, our experience and design resources compliment this market niche," said George Hetzel, Vice President Sales and Marketing, S2 Yachts.

Select Factory Authorized Pursuit Dealers have reserved early production slots for loyal Pursuit customers. The limited previews along with Pursuit market confidence have convinced several buyers to put their names on this exciting new model to be first in line for delivery.

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



CONTACT: DAVID GLENN, MARKETING DIRECTOR

3801 ST. LUCIE BOULEVARD, FT. PIERCE, FLORIDA 34948 • VOICE: 772-460-4645 • DGLENN@PURSUITBOATS.COM