



FOR IMMEDIATE

RELEASE

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**PURSUIT CONGRATULATES FLAGSHIP DEALER ACHIEVEMENTS**

**Ft. Pierce, Florida:** Pursuit Boats proudly congratulates the first dealers to complete and achieve Flagship Dealer status within the dealer network:

Strong's Marine Mattituck, New York	Platinum Level
Comstock Boat Works Brick, New Jersey	Gold Level
Lakeside Marine Lakeside, Ohio	Gold Level
Quality Boats Clearwater, Florida	Gold Level
Walker Marine Marco Island, Florida	Gold Level



Pursuit's Flagship Dealer Program builds on the Marine Industry Dealer Certification program instituted by the NMMA (National Marine Manufacturer's Association) to help marine dealers achieve and maintain certain standards and practices for their dealerships in several different areas. Pursuit's program adds operational enhancements that help the Pursuit dealers excel in overall customer satisfaction and profitability. The program recognizes and rewards exceptional performance in the areas of dealership sales, marketing and service.

"Our goal is to drive our business to consistently higher levels and our Pursuit Flagship Dealer Program demonstrates our commitment to strengthening the partnership that we want to build with our dealers," says George Hetzel, Vice President of Sales.

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 outboard powered fishing boats in Offshore and Center Console configurations, in models from twenty-three to thirty-seven feet. S2 Yachts also produces Tiara Yachts, whose inboard power models include Open, Sovran, Coronet and Convertible models ranging in size from twenty-nine to fifty-eight feet are built in Holland, MI.

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