



MARINE CONNECTION

WEST PALM BEACH · MIAMI · VERO BEACH · FT LAUDERDALE · ISLAMORADA

For Immediate Release

Contact: John Kutuk, Owner
Marine Connection
Cell: (561) 542-5060
Office: (561) 582-7411
Email: john@marineconnection.com

Nationally Top-Ranked Boat Retailer Launches New Islamorada, FL Sales Location

-Marine Connection Expands Network to Fifth Florida Operation-

April 10, 2018, West Palm Beach, FL – Marine Connection, a nationally ranked #14 boat retailer in 2017 by *Boating Industry Magazine*, announces the recent addition of its new Islamorada, FL sales location to its roster of four full-service dealerships operating in West Palm Beach, Miami, Fort Lauderdale and Vero Beach.

Its fifth new sales facility, located at 80461 Overseas Highway/Mile Marker #80, is an integral part of the forthcoming new Angler's House Marina & Club, a recently merged two-marina, full-service operation which has just undergone a major \$2 million renovation.

"We are extremely pleased to announce the official opening of our new Keys sales operation in what is arguably the premier sportfishing capitol of the world," said John Kutuk, partner and co-owner with Danny Goldenberg, of Marine Connection. "For boaters seeking a high-end marina experience, our new facility offers it all including a protected bayside location with quick ocean access, plus close proximity to popular local boating and sandbar locations. With so many boat dealerships situated between Key Largo and Marathon on US-1, customers have the opportunity to experience and compare different dealerships. We are excited to now offer the Marine Connection advantage."

—more—

Kutuk expects to generate an additional \$3M in sales from this new location which is situated midway between Miami and Key West. The dealership features two popular sportfishing brands including Cobia (20' to 34') and Sportsman (17' to 31') models, along with used boat and brokerage inventory. Service and accessory/equipment sales are also available via its Miami dealership location.

“We enthusiastically welcome Marine Connection to the Anglers House Marina & Club,” said Victor Ballestas, marina owner/operator. “Marine Connection has an outstanding reputation for both sales and service within the national boating industry and provides a highly valuable consumer deliverable we didn’t previously offer, which rounds out our full-service marina capability.”

Ballestas, who purchased and has developed both properties over the past two years, said the combined new marina facilities now encompass 12 acres, featuring 35 wet slips and 250 new dry stack storage units. The property also includes a private membership club with resort-style pool; onsite gas/diesel station; 2000-square foot tiki hut used for private membership functions and special events; and a full service bar. Future plans include the launch of a dockside restaurant this fall, along with a 3000-square foot catering hall.

In addition to the Marine Connection retail space, the complex also includes an onsite boat service facility; scuba and spear fishing services; kayak and paddleboard rentals; plus direct access to 37 independent fishing charter captains.

“With the addition of our new Islamorada facility, Marine Connection has truly emerged as a major industry presence in Florida, offering a robust, one-stop shop from Vero Beach to the Keys, with a dealership location at every 50 miles on average,” said Kutuk. “We firmly believe in the boating business and have invested significantly over the past few years in new facilities, staff and retail locations. Our goal is to provide superior product and service where the customers are, and to consistently deliver an exceptional, turnkey boating experience.”

Heading Marine Connection’s Islamorada sales operations is Florida Keys native and 10-year boating industry veteran Tommy Brashares who was recently appointed to serve as sales manager.

For more information, contact Marine Connection owner John Kutuk at (561) 542-5060, or Islamorada Sales Manager Tommy Brashares at (305) 393 3353 ext. 801, or visit www.marineconnection.com

###

Photo Caption:

Marine Connection opens fifth sales location in the Florida Keys at the exclusive Angler House Marina & Club in Islamorada.