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World Cat Adds New Northeast Regional Sales Rep

Tarboro, NC – World Cat has hired marine industry and sales management veteran **Chris Lufkin** to be its **Northeast Regional Sales Representative**. Lufkin's territory will span from New Jersey to Maine, servicing the current dealer network as well as adding new opportunities for growth.

Lufkin - with 30 years of marine experience under his belt beginning with tutelage under his father, renowned Peter Lufkin of Winner Boats - has amassed 20 years of sales and sales management experience working for various companies in the marine industry, and another ten years outside the marine industry.

"Chris brings a vast amount of experience to the table for us, and we see this as an incredible opportunity not only to better service our current outstanding dealers in the Northeast, but also to continue to grow our presence and market share in this area of the country," said World Cat Director of Sales & Marketing Wyatt Lane.

"The greatest opportunity to capture market share growth for World Cat's brand rests in the Northeast, and that's where I come in," said Lufkin. "I've had decades of success establishing and growing networks for other brands, and now I get to bring that experience and expertise to the table for World Cat. This is exciting times for both of us."

Headquartered in Tarboro, NC, World Cat manufactures outboard-powered center and dual console catamaran models ranging from 23'–32' including several Glacier Bay Edition models. World Cat models are known for their versatility, legendary smooth ride, class-leading available deck space, and performance.

For more information on World Cat, visit www.worldcat.com; or contact Mark Jerkins at Tinsley Creative, email: mark@tinsleycreative.com; phone: 863.583.0081.

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