



## Marine Retailers Association of the Americas

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# MRAA, Tiara Yachts and Tiara SPORT Partner on Dealer Development

HOLLAND, MICH. – Sept. 27, 2017 – Tiara Yachts, Tiara SPORT and the Marine Retailers Association of the Americas have partnered to help deliver their customers an incomparable and intensely satisfying ownership experience, through the introduction of the Tiara’s Flagship Dealer Program.

Last week, at the same time that Tiara introduced its highly anticipated entry and brand into the outboard market with the Tiara Sport 38LS, Tiara also rolled out the Flagship Dealer Program in an effort to further strengthen its position as a brand leader. The Flagship Program was developed as a baseline that both Tiara as the manufacturer and its dealer network can use to build a culture of continuous improvement. Tiara has decided to use the MRAA’s Marine Industry Certified Dealership Program as a business template to build upon with this program.

“We view the Dealer Certification Program as an excellent foundation upon which we want to build operational enhancements that will help elevate our dealers to the next level in overall customer satisfaction and profitability,” explains Tom Slikkers, CEO of S2Yachts, Inc., the parent company for Tiara Yachts, Tiara Sport and Pursuit Boats.

MRAA’s Dealer Certification Program provides boat and engine dealers with a proven roadmap for dealership success, focusing them on continually improving their organizations through an emphasis on operations, employee engagement, and customer satisfaction. Tiara requires its dealers to become a Certified Dealer in order to achieve “Flagship” status within its dealer network.

The Tiara Flagship Dealer Program guidelines are focused on improving and recognizing exceptional performance in dealership sales, service and marketing. The overall goal of the program is to drive Tiara dealer performance to consistently higher levels and to add value for their customers.

“The Dealer Certification Program aligns incredibly well with Tiara’s approach to elevating its dealers,” says Matt Gruhn, President of the MRAA. “Incorporating Dealer Certification into Tiara’s Flagship Program will accelerate their ability to exceed customer expectations. Tiara already boasts an established network of A-level dealers, and we are honored to work with Tiara and its dealers to develop a culture of continuous improvement that we know will help them strengthen their foundations for growth and success.”

“We feel this program demonstrates our commitment to supporting the retail segment of our business,” explains Slikkers, “and will help us strengthen the partnerships we have with each of our dealers.”

### **About Dealer Certification**

The MRAA’s Dealer Certification Program provides a blueprint for boat and engine dealers to create a culture of continuous improvement within their businesses. Dealer Certification focuses on enhancing dealership performance through three key pillars of building a competitive advantage: Operations, Employee Engagement, and Customer Satisfaction. The program unites the best and most effective tools, resources and educational programming offered by the MRAA into one package that offers dealers the most direct route to growth and success in today’s market. For more information, please visit [MRAA.com/Certification](http://MRAA.com/Certification) or contact us at 763-315-8043.

### **About Tiara Yachts**

Tiara Yachts, headquartered in Holland, Michigan, manufactures inboard powered yachts ranging from 31 to 53 feet. Tiara Yachts line comprises the Tiara Series, Flybridge, Convertible, Coupe and Q models. Parent company S2 Yachts also manufactures the Tiara SPORT and Pursuit Boats brands. Tiara Sport focuses on luxury cruising while Pursuit Boats is centered around the luxury fishing boat market. Tiara SPORT will debut their premier model, the 38 LS, during the 2017 Fort Lauderdale International Boat Show. The Tiara SPORT brand will grow to include as many as 7 models in the 29-42 foot range. Pursuit Boats are manufactured in Fort Pierce, Florida in lengths of 23 to 40 feet. They are available in Center Console, Dual Console, Offshore, Sport and Sport Coupe configurations. All three S2 Yachts brands participate in the NMMA CSI program. As long standing participants, Tiara Yachts and Pursuit Boats are repeat recipients of the NMMA CSI Award, for excellence in customer satisfaction. Tiara SPORT will be joining the process for the first time during model year 2018. S2 Yachts, Inc. is one of the oldest privately held boat manufacturers in the United States. For more information, please visit [tiarayachts.com](http://tiarayachts.com), [tiarasport.com](http://tiarasport.com) and [pursuitboats.com](http://pursuitboats.com).