



Pursuit Announces New Director of Marketing

Fort Pierce, Florida, May 30, 2019 Pursuit Boats, manufacturer of award-winning luxury fishing boats, is pleased to announce the promotion of Amy Gobel to the role of Director of Marketing for the brand.

“I am pleased to announce that Amy Gobel has accepted the position as Marketing Director for Pursuit Boats. Amy has been an integral part of the Sales and Marketing team, initiating many changes and updates. Now she is in a position to further grow and expand the Pursuit Brand,” George Hetzel, Vice President of Sales and Marketing.

In her previous role as Marketing Manager, Amy played an essential role in developing marketing strategies for the Pursuit brand, overseeing the website launch, managing video, photography and content creation for new and current models as well as print and digital advertising campaigns. She has partnered with dealers, salespersons, media and vendors to grow and strengthen the Pursuit brand.

In her new role as the Director of Marketing, Amy will be responsible for all aspects of Pursuit’s branding, lead generation, data-based marketing efforts and many other initiatives.

“I’m excited for this opportunity and ready to dive in and continue growing the brand,” Amy Gobel, Director of Marketing. “Everyone within the Pursuit family, as well as those outside of our company, have been wonderful partners and I am looking forward to working closely with them to bring the Pursuit lifestyle to even more people.”

For more than half a century, Pursuit Boats has been building high-quality, luxury offshore fishing boats using distinct engineering and production processes championed by the Pursuit family of employees. Pursuit is the recent recipient of a prestigious 2018 NMMA Innovation Award and has earned the NMMA CSI award since its inception. Along with its premium factory authorized dealers, Pursuit offers Offshore, Center Console, Sport and Dual Console models from 23 to 40 feet in length. Pursuit Boats are manufactured in a state-of-the-art 250,000 square foot facility in Fort Pierce, Florida. For more information, please visit www.pursuitboats.com.



PRESS RELEASE



Based in Loudon, Tennessee, Malibu Boats, Inc. (MBUU) is a leading designer, manufacturer and marketer of a diverse range of recreational powerboats, including performance sport, sterndrive and outboard boats. Malibu Boats Inc. is the commanding market leader in the performance sport boat category through its Malibu and Axis Wake Research boat brands, the leader in the 20'–40' segment of the sterndrive boat category through its Cobalt brand and in a leading position in the offshore fishing boat market with its Pursuit brand. A pre-eminent innovator in the powerboat industry, Malibu Boats, Inc. designs products that appeal to an expanding range of recreational boaters, fisherman and water sports enthusiasts whose passion for boating is a key component of their active lifestyles. For more information, visit www.malibuboats.com, www.axiswake.com, www.cobaltboats.com, or www.pursuitboats.com.