



**FOR IMMEDIATE RELEASE**

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**EMERALD COAST MARINE GROUP OFFICIALLY LAUNCHES  
SECOND ORANGE BEACH, AL LOCATION AT THE WHARF**  
*-Regional Dealership Launches Dedicated Sales Facility at Top  
Alabama Coastal Venue, Appoints Veteran Marine Manager-*

NICEVILLE, FL. June 28, 2019 – Emerald Coast Marine Group President Shawn Talpey and key members of the dealership team joined with a group of local dignitaries and invited guests in Orange Beach, AL yesterday to officially cut the ribbon and signal the official launch of its second retail location.

Situated at 4649 Wharf Parkway West, Emerald Coast Marine's new 6000-square-foot venue at The Wharf accommodates new, premium pre-owned, brokerage and consignment boats and yachts to meet the needs and growing demands of active boaters throughout the greater Alabama and surrounding Gulf Coast market.

"We are very excited to expand our dealership and brand reach into Alabama at what is arguably the most attractive and popular boating destination in the state," said Talpey. "We have already successfully developed relationships and sold to customers in this region; we believe offering closer proximity and a high degree of customer service will contribute to our continued market share and growth throughout the region."

Initially, Emerald Coast Marine Group represents new boat and yacht brands including Crownline, Godfrey Pontoons, Nautique, Carver Yachts, Marquis Yachts and the exclusive Beneteau powerboat line including Swift Trawler, Gran

Turismo, Monte Carlo, Antares, Flyer and Barracuda. Additional brands are expected to be added for the 2020 model year.

Talpey has appointed local boating expert Michael T. Ludvigsen as manager, with responsibility for overseeing sales and staffing activities. Prior to joining Emerald Coast Marine Group, Ludvigsen worked with some of the largest retailers and yacht organizations in the region and is active in multiple marine and community initiatives. He is a member of the Alabama Coastal Business Chamber and serves as an ambassador on the Marine Trades Committee. He also is a trustee and member of the Perdido Bay Power Squadron, a member of the Board of Directors of the Alabama Coastal Heritage Trust, and serves as commodore of the Mobile Bay Fleet of International Yachting Fellowship of Rotarians

“We invested significant time to scout out and find not only an awesome sales venue directly at The Wharf, but to recruit and secure top talent to manage our new facility and serve our customers,” said Talpey. “Michael has deep roots within the regional boating community and a solid reputation that is in alignment with our custom-centric culture.”

**ABOUT EMERALD COAST MARINE GROUP:** Emerald Coast Marine Group, headquartered in Niceville/Destin, proudly services NW Florida and panhandle boaters from Panama City to the Wharf in Orange Beach, AL and is locally owned and operated. The dealership offers full-service accommodations for boaters including an in-water marina with wet slips and dry storage, new boat and premium pre-owned boat sales, ECM Yachts and consignment/brokerage division, Emerald Coast Yacht Club, Emerald Coast Boat Club, plus a parts and service department.

For more information about Emerald Coast Marine Group, visit [www.emeraldcoastmarine.com](http://www.emeraldcoastmarine.com). For information about the new Orange Beach sales facility, contact Michael Ludvigsen at (217) 473-9728.

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**Photo Caption:**

*Emerald Coast Marine Group executives joined with local dignitaries and guests in a ribbon-cutting ceremony to officially launch the dealership's second sales location in Orange Beach, AL at The Wharf.*

*Photo by Tim Ludvigsen*