



## ***Invincible Boats Expanding its Opa-Locka Headquarters***

*The 50,000-square-foot expansion includes additional manufacturing facilities, a customer showroom and new jobs for the growing center console manufacturer.*

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**TUESDAY, JULY 30, 2019 (OPA-LOCKA, FL):** Due to increasing consumer demand and its growing dealer base, Invincible Boat Company LLC, makers of “the fastest, driest & best riding open fishermen ever built,” has begun a 50,000-square-foot expansion of its manufacturing facility with the addition of a new building adjacent to its current campus. The expansion should begin operation this Fall.

“We are seeing a lot of new demand for our premium performance saltwater sport fishing monohulls and catamarans. The boats are getting bigger and more sophisticated, so we are optimizing our work flow and increasing our work space to continue delivering exceptional boats to our discerning customers,” said John Dorton, President and CEO.

Dorton also announced plans for the Invincible Factory Showroom, which will be located inside the new expansion. The showroom will provide a comfortable atmosphere for consumers and dealers to explore hull colors, upholstery, and the multitude of other accessory options available when designing their new Invincible. The company and its dealers also facilitate sea trials nearby on all models to help consumers select the perfect boat for their needs.

“We want to foster a deep connection with our customers early in the buying process.” said Bill Cordes, Vice President of Sales. “Purchasing an Invincible is a special event in our customers’ lives and we want to maximize that experience.”

Additionally, the company is upgrading its current campus with logistical and aesthetic improvements that benefit its valued employees. As a result of the expansion, the company expects to add an additional 50 employees by the end of 2019.

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**About Invincible Boats:** Founded in 2006 by Alex Lipworth, Invincible boats are the brainchild of a serious fisherman and diver to suit the needs of avid fishermen and divers. We pride ourselves on building the fastest, driest & most comfortable open fishermen ever. Fishability, performance, and yacht-quality finish: These values define the Invincible boat. Our boats are built with a focus on making sure that it always looks as good as it rides.

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