



MARQUIS YACHTS, LLC, ANNOUNCES NEW STRATEGIC VISION

PULASKI, WI (January 30, 2019) – As part of the recent sale of its Larson Boat assets to Polaris Industries, the Pulaski, Wisconsin builder of Marquis, Carver and Lexus Yachts has announced a strategic reorganization. Under the guidance of President and CEO, Rob Parmentier, the company will now concentrate exclusively in the luxury yacht segment through its continued expansion of the Carver Yachts brand and relaunch of its Marquis brand with a new line of sport yachts. In addition, the company will continue its partnership with Lexus, the luxury automaker and will introduce its first production Lexus Luxury Yacht in the fall of 2019.

“Based upon years of successfully building European styled boats, and our recent partnership with Lexus Yachts, our company is in an excellent position to capitalize on the growing world-wide market for luxury sport yachts,” Parmentier said.

Parmentier went on to say that since the company is no longer in the small boat business, Marquis Yachts LLC will now be able to concentrate the efforts of all its skilled employees and resources to these three brands which best fit the evolving global marine market. The expected result is increased market share and profitability, he said.

As a consequence of its strategic realignment, a new Marquis 42 will be introduced at the 2019 Fort Lauderdale International Boat Show (FLIBS) to be followed by 50 and 60-foot models currently in the planning stage.

In conjunction with Nuvolari-Lenard, more than 20-years ago Marquis Yachts was one of the first boats, if not the first, to use European designs and look from an American boat manufacturer. Once again, Marquis will introduce a new line of boats taking shape right now to be the first American builder to design, engineer and build an upscale, assertive and stylish “day boat” with striking lines and shape. As announced in July, these new day boats will relaunch the Marquis brand.

Set to be introduced at FLIBS is the new 65-foot Lexus flybridge. The Lexus is built in Marquis' Pulaski facility with distribution to be handled through select Marquis and Carver Yachts dealers. A coupe version will follow a few months after the launch of the LY650.

A new 46 Carver Command Bridge is on the drawing board scheduled to appear in early 2020. This new Carver design will set the stage and direction for the Carver models to follow.

"This aggressive expansion of new models and the redefining of existing brands, is now possible because of this important strategic refocus of who we are and what we do," Parmentier said. "Marquis Yachts LLC will continue to be a significant marine industry player as we go forward."

About Marquis Yachts, LLC:

Marquis Yachts is a premium builder of Marquis and Carver yachts from 34 to 52 feet. In partnership with the marine division of Toyota Motor Corporation, we also build the new Lexus line of luxury motoryachts. Each boat is painstakingly crafted in our Pulaski, Wisconsin, facility to exceed the quality and performance expectations of our customers.