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**CONTACT:** Wanda Kenton Smith, CMO  
Emerald Coast Marine Group  
wanda@emeraldcoastmarine.com  
Cell: (407) 697-8055

## **BENETEAU AMERICA APPOINTS EMERALD COAST MARINE GROUP FOR EXCLUSIVE GULF COAST POWERBOAT REPRESENTATION**

NICEVILLE, FL., May 1, 2019 – BENETEAU America has appointed Emerald Coast Marine Group as its newest powerboat dealership to represent the Gran Turismo, Monte Carlo, Swift Trawler, Antares, Flyer and Barracuda product lines exclusively in the Northwest Gulf Coast from Mississippi to Port St. Joe, Florida, beginning model year 2020. New product is expected to arrive at the dealership in July.

“BENETEAU is proud to have the talented team at Emerald Coast Marine Group join our network in the Florida panhandle,” said Jean-Francois Lair, president of BENETEAU America. “Their focus on the customer experience, boat sales and service will create great opportunities as our marine business continues to evolve.”

According to Emerald Coast Marine Group President Shawn Talpey, the choice to bring BENETEAU aboard and to launch the brand in the region is part of the dealership’s long-term sales and growth strategy.

“BENETEAU is a recognized leader and product innovator in the boating industry and the largest boat manufacturer in the world,” said Talpey. “Its history of product quality and functional design coupled with the company’s customer-centric focus aligns directly with our goals and culture. We believe their new generation of power cruisers and outboards are ideally suited to the discerning market we represent and will find favor and demand among coastal boaters.”

## **ABOUT BENETEAU**

The French brand, founded in 1884, builds a comprehensive range of sailing yachts and powerboats available through its worldwide dealer network. For more than 130 years, BENETEAU has pioneered advances in architecture, design, technology, materials, processes, production and services. From high-performing one designs for top-level racing to comfortable and elegant cruising yachts, BENETEAU's sailing yachts and powerboats are famous worldwide for their innovation, quality, and seaworthiness.

## **ABOUT EMERALD COAST MARINE GROUP**

Emerald Coast Marine Group proudly services the Northwest Gulf Coast boating community, from Panama City, FL to Niceville/Destin, to its new location at the Wharf in Orange Beach, AL. The full-service dealership is locally owned and operated. It features the largest in-water sales and brokerage facility in the region; a marina offering both wet slips and dry storage; new boat and premium pre-owned boat sales; ECM Yachts and brokerage division; Emerald Coast Yacht Club; Emerald Coast Boat Club; plus parts and service department. Club amenities include a member lounge, private pool/spa and cabana, Vista sunset deck and waterfront restaurant. For more information about Emerald Coast Marine Group, visit [www.emeraldcoastmarine.com](http://www.emeraldcoastmarine.com)

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**PHOTO CAPTION:** *BENETEAU America Sales Manager Justin Joyner, left, officially welcomes Shawn Talpey, right, and the Emerald Coast Marine Group, to the BENETEAU dealership family.*

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