

Cruising Yachts, Inc. Awarded Dealership for Catalina and True North Yachts

LARGO, FL (September 24, 2020) - Cruising Yachts, Inc., one of the largest yacht sales organizations in North America with waterfront locations in San Diego, Marina del Rey and Alameda, is now selling Catalina sailing yachts and True North power yachts at all of its locations. With the largest inventory of new and brokerage yachts on the West Coast of California, all models of both Catalina and True North will be offered at all three dealership locations.

In the 13 years that Cruising Yachts has been in business, it has represented yachts primarily with a European influence. Since Catalina is one of the few companies still manufacturing sailboats in the United States, it is a product line that is sought after due to its American design concepts.

“The quality and innovation that Catalina Yachts has continually exhibited in its product line caught our eye and we just became more and more impressed every year,” said Tom Dameron, owner of Cruising Yachts. “We have been hoping to persuade Catalina Yachts for several years now that we could do a good job for them, but because they are very relationship-oriented and extremely loyal with their dealers, we simply had to wait for nature's natural attrition to take its toll for that to finally happen. We have been wanting a high-quality powerboat line for some time, and the True North line just happens to fill that need for us also,” he said.

Cruising Yachts, Inc. has always been a company whose success is built in large part on two principles: 1) Provide a quality product, and 2) back it up with exceptional service to its customers. More than half of the company's annual business is from referrals. Since the success of Catalina Yachts has always been based on the same principles, the new alliance was a win-win for both companies.

“Over the years, we've helped each other out whenever necessary,” said Sharon Day, Vice President of Catalina Yachts. “Their well-trained sales staff at three different locations facilitated a good working relationship between us, so when the opportunity presented itself, we knew that the time was right to make it happen,” she said.

Catalina Yachts is in its 51st year of building the largest selection of honest, sturdy boats that hold up to real-world conditions, perform well and cost less to maintain. For Catalina owners, this means lots of extra value and enhanced sailing pleasure, with the added bonus of excellent resale value. For more information, visit CatalinaYachts.com.