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S2 YACHTS BRINGS TIARA YACHTS AND TIARA SPORT UNDER SINGLE BRAND

HOLLAND, Mich. - January 5, 2021 - S2 Yachts is pleased to announce the consolidation of their Tiara brands (Tiara Yachts and Tiara Sport) under the Tiara Yachts banner. While this shift brings an outward and visible change to the Tiara Yachts brand, the form and functionality of every product built by S2 Yachts is ultimately, and will continue to be, *Tiara*.

"The definitions of *Yacht* and *Sport* have evolved since the inception of Tiara Sport in 2017. Sport has shifted and blended from vessels meant to be enjoyed for the day to vessels that can be enjoyed for longer trips and with more people, similar to what we see in our Yacht products. Our outboard products continued to grow in length and scope, which was not necessarily something we envisioned when we started Tiara Sport," states CEO and President Tom Slikkers. "Ultimately, our brand families were more alike than they were different. Those shifts, paired with our desires to streamline resources and focus, led us to this change."

"Although this is a directional shift for our company, this change will allow us to simplify and build momentum on both our inboard and outboard products. We're excited to welcome 2021 with this branding shift and we're looking forward to a great year, working with our dealer partners and customers to bring their boating dreams to reality," said Dave O'Connell, Vice President of Sales and Marketing.

"Our customers can still expect the exceptional level of service and high end products from us, no matter what logo is on your vessel. Every single person in our organization continues to work diligently to bring the very best products to market, creating great experiences and memories for our customers," Slikkers said.

The Tiara Yachts branding transition kicks off with the launch of the 48 LS, the first outboard powered model under the Tiara Yachts name. Social zones, a key area of focus in every LS model, allow for guests to choose their preferred relaxation zone. Below deck you'll find accommodations for four as well as a private head. The 48 LS will make its debut at Ocean Reef Club in Key Largo, Florida at a Customer VIP Event beginning February 17th.

Tiara Yachts, headquartered in Holland, Michigan, is a subsidiary of S2 Yachts, Inc., one of the oldest privately held boat manufacturers in the United States. The Tiara Yachts model line includes inboard vessels from 39 to 53 feet, in the Open, Flybridge and Coupe Series lines. Outboard powered Tiara Yachts models range from 34 to 48 feet in three distinct Series: Luxury Sport (LS), Luxury Crossover (LX) and Luxury Express (LE). For more information, please visit tiarayachts.com.

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