



INVINCIBLE BOATS APPOINTS OUTDOOR WORLD AS CARIBBEAN DEALER

The new dealer will cover Invincible's expanding Caribbean market in the Lesser Antilles from St. Maarten to St. Lucia.

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Invincible Boat Company, the premium saltwater sport fishing and high-performance boat brand headquartered in Florida, continues its move into international markets with the appointment of marine specialists Outdoor World in the Caribbean. With bases in Antigua and St. Maarten, Outdoor World will represent Invincible from St. Maarten to St. Lucia.

"The Caribbean is an important part of our international expansion plans with its healthy market for offshore fishing alongside great leisure boating," said Ian Birdsall, Vice President International Business. "Finding the right partner to represent Invincible there was key. Outdoor World has a great support network throughout the area and their experience and the enthusiasm of their team make them a great fit for our brand."

Outdoor World is headed up by Robert Shoul who has more than 20 years experience in the marine industry.

"Outdoor World is very happy to be part of Invincible's international network and we are confident that our customers are going to be impressed with the boats," Shoul said. "The smooth ride and the quality finish make them an attractive option, not just for sports fishing, but as great leisure boats that have a level of comfort not usually associated with these types of boat. They're very well suited for family days on the water."

For over 10 years, Outdoor World Antigua has been the official distributor for Yamaha and houses the regional Training Center for Yamaha Motors in the Caribbean. The Company has a strong reputation for technical ability and customer service.

"We were already seeing a tremendous amount of growth in the Caribbean market, which makes having an established and reputable retail and service partner in the region even more paramount," said John Dorton, CEO of Invincible.

Invincible's international team is focused on maintaining the momentum that was started at the beginning of the year and the company continues its expansion into international markets.

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About Invincible Boats: Since 2006, Invincible boats captivate and enable serious sport fishermen to pursue their trophies with intuitive designs, steadfast construction and exhilarating performance. Invincible seeks to get there faster, fish smarter, and get home safer to share with family and friends.

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