

BAY BREEZE YACHT SALES UNVEILS NEW NAME AND NEW FOCUS

Traverse City, MI (For immediate release) - Bay Breeze Yacht Sales, the Great Lakes region Nordic Tug dealer since 2002, has unveiled its new name and renewed focus to ***Trawlers Great Lakes***.

The evolution to ***Trawlers Great Lakes*** has been in the making for the past few seasons. *“Since we became a Nordic Tug dealer in 2002 as Bay Breeze Yacht Sales, we’ve been asked time and again if we’d consider chartering or teaching on a Tug”*, says Jay Kraft of ***Trawlers Great Lakes***. As a result, Bay Breeze purchased a Nordic Tug specifically for charters and training, then became certified as a regional training and educational center for US Powerboating, followed by introducing their trawler charters and school program in 2019.

The market demand for trawler charters and training was even greater than what Jay had anticipated. *“We knew going into this that there was a need in the marketplace. What we didn’t anticipate was how big that need was”*, says Jay. *“We’ve had customers and inquiries from across the country visiting us and reaching out to us for trawler specific needs; from those planning on “The Loop”, to training customers on their own trawlers, and of course Nordic Tug customers who can now ‘try before they buy’ with one of our charter options.”*

Offering trawler specific charters and training strongly complemented Nordic Tug sales and brokerage services that were already in place. And after nearly 20 years in the trawler business, as Jay noted, *“A few ups and educational downs, has given us notice. It’s time to focus on what we know best and get trawler centric.”*

Trawlers Great Lakes is still anchored at the CenterPointe Marina in Northern Michigan’s Traverse City, the gateway of pristine cruising, learning and discovery grounds.

With an emphasis solely on trawler brokerage, charters and management, school and Nordic Tug sales, Trawlers Great Lakes truly is the “Trawler Capital of the Great Lakes”.

To learn more contact Jay Kraft at 866-941-5884 or online at www.trawlersgreatlakes.com.

ABOUT TRAWLERS GREAT LAKES

Trawlers Great Lakes is the Great Lakes region Nordic Tug dealer, offering trawler charters & management, a US Powerboating trawler school and trawler brokerage.

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