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Valhalla Boat Sales Expansion Update

Palm Beach County (FL) Sales and Service Facility Scheduled to Open in Less Than a Year.

(Riviera Beach, Florida, March 11, 2024)— The Valhalla Boat Sales (VBS) Florida expansion is moving along at a brisk pace, with the grand opening of the VBS Showroom and Service Center coinciding with the Viking and Valhalla VIP Boat Show in early 2025.

The \$13 million project in Riviera Beach, Florida, serves as the latest example of the Viking Marine Group's (VMG) continuing growth as well as its commitment to responsible and highly useful community business development.

"We're extremely excited," said Viking Yacht Company President and CEO Pat Healey. "Combined with the resources of our adjacent waterfront Viking Yacht Service Center, this new upscale development will be one of the largest outboard boat sales and service facilities in the country."

Specific dates for the VIP Boat Show are still to be determined, but typically the event is held on Friday and Saturday during the first week of February.

Immediately inland from the VYSC, the two-story 30,000-square-foot complex will consist of two showrooms – one indoor and another indoor/outdoor – showcasing Valhalla Boatworks, Contender and Sportsman boats. The two showrooms combined will hold 30-plus boats (depending on size), with additional space for 12 more boats outside the main entrance.

Located at the northeast intersection of Broadway Ave. and East 15th St., the facility will also include ample office space for sales, service and support staff; an enclosed eight-bay service area with overhead crane; and a covered customer delivery area. The building will be an attractive, modern structure with a glass façade on three sides to enhance the visibility of the boats inside. The grounds' enhanced landscaping will feature expansive green spaces, and there will be onsite parking as well as an adjacent 80-space fenced car lot to the south.

"This is going to be a first-class facility that will be a huge asset for our owners," added Healey. "It will also strengthen the marine industry in Palm Beach County while raising the area's overall appeal."

In addition to facilitating new and brokerage boat sales, the VBS complex will provide a wide range of services and maintenance to Valhalla, Contender and Sportsman owners as well as other production brands. VBS will continue to utilize the VYSC's in-water slips and boatyard equipment and machinery as needed.

This will be the second showroom for Valhalla Boat Sales. The first, which opened in March 2023 in VBS' New Gretna, New Jersey, location, features a glass exterior with excellent visibility from Route 9 that showcases upwards of 20 boats. It also has office space, a customer meeting alcove and features an apparel and merchandise center with a variety of products representing the various VMG brands.

Owned by the Viking Yacht Company, the Viking Marine Group consists of Viking Yachts, Valhalla Boatworks, Princess Yachts America, the Viking Yacht Service Center, the Viking Yachting Center, Palm Beach Towers, Atlantic Marine Electronics and Valhalla Boat Sales.