



Sea Ray Celebrates 65th Anniversary Dealer Meeting at The Westin Resort in Cape Coral, FL

Dealers Honored at Anniversary Awards Dinner

KNOXVILLE, Tenn. (April 5, 2024) — Sea Ray celebrated its 65th anniversary marine industry dealer meeting April 3-5 at The Westin Resort in Cape Coral, Florida. During the event, attendees enjoyed training, business updates, award recognitions, and on-water product demonstrations of Sea Ray's latest model line-up including the award-winning SLX 260 Outboard and all-new SDX 270 Surf. The event was attended by dealers from around the world. Sea Ray president, Keith Yunger, Brunswick Boat Group president Aine Denari and Brunswick CEO, Dave Foulkes, shared business updates and congratulations on the company's long-standing heritage and view of the future.

The anniversary awards dinner was headlined by legendary college football coach, Urban Myer, also a Sea Ray owner. Sea Ray honored dealers in categories for Lifetime Achievement, Customer Service (NPS), Market Leadership, Overall Excellence and Legacy Recognition for 65 or more years in business.

"It's a pleasure to honor the incredible dealers who have been integral to our success," said Yunger. "Reaching the milestone of our 65th anniversary is a tremendous accomplishment, and it feels even more special being able to celebrate with those who have been loyal to the brand for decades and through generations."

Ronald Benz from B&E Marine was honored posthumously with the Lifetime Achievement Award, which was accepted on his behalf by his son and second-generation Sea Ray dealer, Rod Benz. Individuals are selected for this award in recognition of their lasting impressions left on the marine industry, their place of business and their impact through their personal connections.

"We are extremely grateful that our father, who passed this February at the age of 95, is being honored by Sea Ray with this year's Lifetime Achievement Award," said Benz. "Dad lived such a full life, was loved by everyone, had a major impact in our community and the boating industry. He was not only a dreamer; he was a doer! We were signed as a dealer in

1973 and have been proud to be a Sea Ray dealer now for over 50 of our 71 years in business.”

Here's a look at all the award winners from the 65th anniversary celebration:

Overall Excellence

Irwin Marine
MarineMax Brick
MarineMax Fort Myers
MarineMax Pensacola
Mau Marine

Market Leader

Erwin Marine Sales
Hutchinson's Boat Works
Hyannis Marina
Paul's Marine
MarineMax Boston
MarineMax Brick
MarineMax Clearwater
MarineMax Danvers
MarineMax Fort Myers
MarineMax Hall Lake Wylie
MarineMax Miami
MarineMax Norwalk
MarineMax Pensacola
MarineMax Ship Bottom
MarineMax St. Petersburg
MarineMax Wakefield

Unrivaled Support for Customer Service

American Boat Center
B & E Marine
Clews & Strawbridge
Colony Marine
Erwin Marine Sales
Erwin Marine Sales – Huntsville
Fox Chapel Marine
Gone Fishin' Marine
Irwin Marine
Lynnhaven Marine
M&P Mercury Sales
MarineMax Brant Beach
MarineMax Brick

MarineMax Clearwater
MarineMax Danvers
MarineMax Excelsior
MarineMax Fort Myers
MarineMax Huntington
MarineMax Lake Ozark
MarineMax Miami
MarineMax Naples
MarineMax Norwalk
MarineMax Orlando
MarineMax Pensacola
MarineMax Somers Point
MarineMax Venice
MarineMax Wrightsville Beach
Mau Marine
Prince William Marine Sales
Russell Marine - The Ridge
Saba Marine
Sea Ray of Cincinnati
SkipperBud's of Madison
Smith Boys North Tonawanda
Smith Boys of Syracuse Sun Country Marine
Sundance Marine
Trudeau's Sea Ray
Trudeau's Sea Ray – Portland
Walstrom Marine
Watercraft Sales

Legacy Recognition

B & E Marine
Colony Marine Sales & Service
Dry Dock Boat Sales
F.R. Smith & Sons
Hutchinson's Boat Works
Irwin Marine
M & P Mercury Sales
Needham's Marine Limited
Paul's Marine
Prince William Marine Sales, Inc.
Russell Marine
Sea Ray of Cincinnati
SkipperBud's
Smith Boys
Trudeau's Sea Ray - Portland, Inc.

Trudeau's Sea Ray – Spokane
Walstrom Marine, LLC

Sea Ray would like to thank its 65th anniversary marine industry dealer meeting event partners:

Bluewater Finance
Boater's Choice Insurance
Brunswick Acceptance Company
Brunswick Product Protection
Fliteboard
Fusion
Great Lakes Boat Top
Hyperlite Wake Company
Kenyon
Mercury
Navico Group/Simrad
Powertex
SeaDek
Sunbrella
Xtreme Towers

ABOUT SEA RAY

Headquartered in Knoxville, Tenn., Sea Ray is the world's leading creator of superior quality pleasure boats. For 65 years, Sea Ray has pushed the limits of performance and craftsmanship to elevate the boating experience. Each Sea Ray is designed to make every moment exceptional, supporting boaters' unique lifestyles with a customized balance of unparalleled comfort and performance and world-class technology throughout. Learn more about the Sea Ray Experience at [SeaRay.com](https://www.searay.com).

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