

FOR IMMEDIATE RELEASE

Warbird Marine Holdings Opens Factory Direct Sales Center in Northeast Florida

St. Augustine, FL – December 13th, 2024 – Warbird Marine Holdings is proud to announce the opening of its new factory direct sales center in St. Augustine, Florida. The facility will represent the company's premier brands, Invincible and Yellowfin, offering the community direct access to the industry's finest high-performance boats.

The new sales center was launched with a successful kick-off event, drawing a large crowd of prospective buyers. The event featured sea trials on brand-new models from both brands, showcasing their superior quality and performance.

Among the standout models was the all-new Invincible 38' Catamaran, representing the latest in cutting-edge design from renowned naval architects Gino Morrelli and Pete Melvin. Additionally, the iconic Yellowfin 36 Offshore was on display, showcasing its innovative new features.

"We're excited to be a part of this community and bring our world-class center consoles to the area," said Thomas Wieners, President of Warbird Marine Holdings. "This sales center represents our commitment to providing customers with an unparalleled boat-buying experience."

Warbird deploys an approach that combines direct sales centers and key dealer partners to ensure optimal service for all customers. The St. Augustine location continues that commitment, serving as a hub for enthusiasts in the region to explore Invincible and Yellowfin's latest innovations and supreme craftsmanship.

For more information on Yellowfin, Invincible, or Warbird Marine Holdings, please visit yellowfin.com, invincibleboats.com, and warbirdmarineholdings.com.

###

Contact: Nick Hoag
Sr. Director – Marketing
Warbird Marine Holdings
Phone: (305) 685-2704
Email: marketing@invincibleboats.com

About Warbird Marine Holdings

Warbird Marine Holdings is a leading name in the marine industry, known for its high-performance brands, Yellowfin and Invincible. The company continues to innovate and provide world-class sport fishing center console monohulls and catamarans, shaping the future of boating with an emphasis on quality, performance, and customer satisfaction.