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## FOR IMMEDIATE RELEASE

# Nautic Global Group Successfully Completes “Growing Together” Dealer Meeting

**Elkhart, IN, August 13, 2010** Nautic Global Group recently wrapped up its Model Year 2011 Dealer Meeting, which brought together nearly 450 people representing 250 dealers, vendors and marketing partners from all over the world. The three day event was held at the company’s headquarters in Elkhart, IN. The company reinforced it’s commitment to product development by showcasing dozens of new and enhanced models across its four primary brands, and detailed the strategies and tactics that will drive growth for Nautic Global Group and its strong dealer network in the coming year and beyond.

“Based on the response from our dealers, we are confident that our aggressive product offerings, pricing, and plans for the new model year will firmly position us to take advantage of the current retail market landscape,” said CEO Bob Moran. “Our dealers are enthused about the direction in product development as well as the tools we are providing them to maximize success in their markets.”

Outside of the various informational and educational sessions on the meeting agenda, NMMA President Thom Dammrich addressed the attendees on specific industry trends that underscored reasons the industry should be optimistic about continued success in 2011. NGG also outlined a litany of new marketing initiatives that will provide dealers greater access to tools through the dealer portal, support with lead generation and interaction with owners as a new Owners Club program will be implemented.

“It is always a positive experience to bring your partners together,” said CSO Rick Gasaway. “We are extremely proud of our dealers and appreciate their loyalty and support going into the new model year.” Gasaway presented dozens of awards to dealers with outstanding achievements in customer satisfaction, lead response, and sales.

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With leading products including Rinker Express Cruisers and Sportboats, Hurricane Deckboats, Godfrey Pontoon Boats and Polar Kraft Aluminum Fishing Boats, Nautic Global Group proudly manufactures a “boat for every passion” and is the fourth largest boat manufacturer in the US. For more information on the company and its brands, visit [www.NauticGlobalGroup.com](http://www.NauticGlobalGroup.com).

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