

NAUTIQUE®

For Immediate Release

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NAUTIQUE ANNOUNCES NEW DEALER IN SACRAMENTO

ORLANDO, FLA (February 6, 2012) — Nautique is pleased to announce the addition of Superior Boat Repair & Sales in Rancho Cordova, California to its extensive network of prestigious Nautique dealers.

Superior Boat Repair & Sales offers a display of new and used Nautique boats to choose from, factory-trained service department with more than 30 years of experience, boat storage services as well as watersports equipment and accessories. Additionally, Superior Boat Repair & Sales is accessible to Folsom Lake for on-the-water demos.

The dealership is owned and operated by Bob Bense who was involved with Nautique for nearly 30 years as the Vice President of West Coast Correct Craft, a regional service center. Bob was involved with dealer set-up, corporate strategic planning, promo team development and was known for delivering outstanding customer satisfaction. The dealership has also formed a brand new club to promote and enjoy the use of Folsom Lake along with providing networking opportunities with other boaters called Folsom Lake Water Sports Club.

“It was always my goal to work my entire career for Nautique. However, God had a different plan for me after working 29 years for Nautique on the west coast,” stated Bob Bense. “I’m thankful to have this opportunity to continue working with the factory as well as selling and servicing Nautique boats for the awesome customers here in Northern California. It’s great to be back on the team!” added Bense.

Superior Boat Repair & Sales will have their official grand opening sale on March 3rd from 9:00AM – 5:00PM where you will have the opportunity for special pricing on the boats, watersports equipment and accessories plus meet Nautique executives.

“We are thrilled to have Bob Bense and his team at Superior Boat Repair and Sales as a part of the Nautique family, serving Northern California. Bob Bense is someone I’ve highly respected for years and I am very happy he will once again be representing Nautique in California,” stated Nautique’s President and CEO, Bill Yeargin. “With their strong commitment to customer service and passion for the Nautique lifestyle, I am confident Superior Boat Repair and Sales will make a great addition to the Nautique family,” Yeargin added.

The dealership is located at 11337 Pyrites Way in Rancho Cordova, California conveniently adjacent to the largest indoor boat storage facility in Northern California. To learn more, visit www.superiorboatrepair.com.

Celebrating 87 years of boat building excellence, Correct Craft, Inc. is the producer of Nautique boats. The manufacturer of Nautique is known for delivering the highest quality product, innovative technology and exceptional customer service experiences. To see the complete line of Nautique boats, visit www.nautique.com.

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