



P R E S S R E L E A S E

Pro-Line Boats Reports Sales Increase and Announces Changes

Crystal River FL, March 4—With retail sales of its products on the rise, Pro-Line Boats is making wide ranging adjustments to its tactics, strategies, and model lineup, according to officials with the Florida-based builder of fiberglass recreational saltwater fishing boats.

“We’ve substantially reduced field inventory at the dealer and factory levels, and over the past few months our production of retail sold boats has continued to increase. The climate for new business is showing signs of improvement and we’re adapting our methods to increase sales in this changing marketplace,” said John Walker, senior vice president and chief operations manager for American Marine Holdings; parent company of Pro-Line Boats and sister company Donzi Marine.

“Traditional boat shows are no longer the singular catalyst to retail sales that they once were, so we are shifting our focus to include more tournaments and owners events,” according to Walker, who explained that events allowing customers to experience Pro-Line product firsthand provided better results than boat shows, as measured in terms of retail sales. Walker added, “Pro-Line has a long history of being very retail-focused, going back to the days of our “Factory Direct Sales” which we began in the early 1990s. Today we are proactively engaging retail customers through our website and have recently opened channels for customers to work directly with our factory sales staff, who in turn work with our dealers to facilitate retail sales. Our presence and participation in on-water events further strengthens our customer relations, and ultimately, sells more boats.”

With boat manufacturers and dealers nationwide hurting from the scarcity of wholesale finance, American Marine Holdings secured a private floorplan source, and recently announced that floorplan will be available to both Pro-Line and Donzi’s preferred dealer partners. “By offering our dealers a floorplan option so they may finance boats for stock, we’re helping them to remain viable business entities, as it has been proven that customers are far less likely to purchase from so-called catalog dealers,” explained Walker.

On the product development front, Pro-Line is focusing simultaneously on both ends of its model lineup. The company is expanding its popular “Pro-Lite” line of affordable family fishing boats with new 21’ and 23’ center consoles. The new 21 CC and 23 CC are the first Pro-Lite models to feature integrated cockpit liners with molded non-skid floors, as opposed to the more utilitarian rolled-deck approach incorporated on other Pro-Lite offerings. Both new models are currently in production, with deliveries scheduled for early March.

Pro-Line is also taking aim at the offshore tournament center console market with a new 35’ Super Sport center console. The 35 Super Sport will incorporate ventilated stepped bottom running surface technology developed at Pro-Line’s sister company, Donzi Marine. Donzi helped pioneer the use of stepped bottom hulls on center consoles in the late 1990s as one of the first manufacturers to embrace the performance-enhancing properties of these hull types and apply them on fishing boat applications. Donzi’s stepped bottom center consoles later gained prominence on the Southern Kingfish Association’s tournament trail, where numerous professional anglers won top honors aboard Donzi boats. The 35 Super Sport will be the first Pro-Line model to feature a stepped hull and will be available this spring.

Internally, Pro-Line is making administrative moves to accommodate these many changes and to better serve its customers and dealer network. Teresa Reddick, the company's production assistant, will assume duties as sales coordinator, allowing national sales manager Lanie Martin to shift his focus toward government sales for both the Pro-Line and Donzi Marine factories.

"Over the years we've built up quite a reputation among law enforcement and military agencies, both in the U.S. and abroad. We are able to build highly custom boats to meet specific mission requirements, and we are on the GSA schedule, which means no-hassle buying for U.S. government agencies. We are currently working on a number of key contracts that will likely result in substantial future business, said Walker, adding, "These personnel moves, as well as the many other changes we're making, are essential in allowing us to accommodate our customers and execute our overall growth strategy."

In business since 1968, Pro-Line is an established leader in the recreational saltwater fiberglass fishing boat market. Through its global dealer network, Pro-Line offers a wide range of models from 20' to 35', including center consoles, dual consoles, bay boats, pilothouses, and express cruiser models. The company also offers the Pro-Lite line of affordable flats boats and family fishing center consoles, which range from 17' to 23'.

Pro-Line is a division of American Marine Holdings, which also operates Donzi Marine, a renowned manufacturer of premium offshore high performance boats, sport boats, and luxury center consoles.

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