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**MARINEMAX AND THE YACHT GROUP FEATURING YACHT CONTROLLER ANNOUNCE COLLABORATION TO BRING
ADVANCED DOCKING TECHNOLOGY TO BOATERS NATIONWIDE**

OLDSMAR, FL (October 30th, 2024) – MarineMax, the USA's largest recreational boat and yacht dealer, has collaborated with The Yacht Group, the makers of the industry-leading wireless docking system, Yacht Controller. This collaboration will provide MarineMax customers access to the latest advanced docking technology, seamlessly integrating Yacht Controller's wireless control system into new and pre-owned boats.

Karla Millan, National Events and Partnership Manager, comments, "MarineMax has always been committed to providing our customers with the best boating technology and ease of use. Our collaboration with The Yacht Group is an exciting step forward in that commitment, allowing us to offer more options in innovative docking experiences that enhance confidence and control for both new and seasoned boaters. With Yacht Controller, we can give our customers a new level of freedom on the water."

By working together, The Yacht Group and MarineMax are making it easier than ever for boating enthusiasts to acquire a boat equipped with the intuitive Yacht Controller system. This innovation offers a higher level of confidence and ease, allowing customers to enjoy stress-free docking and maneuvering from the moment they step onboard.

"Docking a boat can be challenging for many boaters, especially first-time owners," said Tony Valiente, COO and Managing Partner of The Yacht Group. "By offering the Yacht Controller's new generations models as an option, MarineMax is helping to simplify docking and provide a fully tailored experience designed to meet each boater's unique needs and preferences."

At the heart of this collaboration is a shared commitment to delivering enhanced boating experiences. With Yacht Controller technology available across MarineMax's extensive fleet, boaters can enjoy greater precision and control, making their time on the water even more enjoyable.

Valiente added, "Our collaboration with MarineMax for over 17 years is a testament to Yacht Controller's proven reliability. With over 22 years of success and approaching 30,000 delivered systems on boats ranging from 30 to 200 feet, we're giving boaters access to cutting-edge technology that empowers them to dock confidently and maximize their time on the water."

Boating enthusiasts who purchase from MarineMax's wide selection of vessels can now benefit from this advanced technology, transforming the boating experience into one that is more accessible, enjoyable, and stress-free.

RESOURCES

Images | <https://bit.ly/4eF4kPi>

Yacht Controller Website | <https://www.yachtcontroller.com/>

ABOUT MARINEMAX

As the world's largest lifestyle retailer of recreational boats and yachts, as well as yacht concierge and superyacht services, MarineMax (NYSE: HZO) is United by Water. We have over 125 locations worldwide, including over 75 dealerships and 65 marina and storage facilities. Our integrated business includes IGY Marinas, which operates luxury marinas in yachting and sport fishing destinations around the world; Fraser Yachts Group and Northrop & Johnson, leading superyacht brokerage and luxury yacht services companies; Cruisers Yachts, one of the world's premier manufacturers of premium sport yachts and motor yachts; and Intrepid Powerboats, a premier manufacturer of powerboats. To enhance and simplify the customer experience, we provide financing and insurance services as well as leading digital technology products that connect boaters to a network of preferred marinas, dealers, and marine professionals through Boatyard and Boatzon. In addition, we operate MarineMax Vacations in Tortola, British Virgin Islands, which offers our charter vacation guests the luxury boating adventures of a lifetime. Land comprises 29% of the earth's surface. We're focused on the other 71%. Learn more at www.marinemax.com.

About The Yacht Group

The Yacht Group™ is a premier provider of luxury marine innovative equipment, headlined by Yacht Controller, *"The most trusted name in the marine industry"* and known for our commitment to excellence and customer satisfaction for a wide variety of boats and yachts from 20 to 200 feet. Our team of seasoned professionals brings extensive expertise across all facets of the marine industry, ensuring we deliver unmatched service to our clientele of boating enthusiasts. Our unwavering focus on "customer first" allows us to enhance the yachting experience for countless clients, prioritizing safety, enjoyment, and a seamless boating lifestyle. As part of our dedication to innovation, The Yacht Group™ is supported by a global network of R&D, engineering, and manufacturing teams. This collaborative force enables us to offer cutting-edge solutions tailored to the specific needs of our discerning clients. With an expansive network of sales and service dealers worldwide, we ensure our expertise and exceptional service reach clients wherever they are.

At The Yacht Group™, we go beyond the ordinary, elevating every aspect of the yachting experience into a realm of luxury, sophistication, and unparalleled opulence. www.theyachtgroup.com