

Raising the Bar for Class and Style Year after Year

Monterey Boats, founded by Charles and Jeff Marshall, partners and co-chairmen of the company, is based in Williston, Florida. Monterey is one of the few marine manufacturing companies today that are not only family owned and operated, but also managed by their original founders. Brothers Charles and Jeff Marshall began their journey in 1985 designing, developing, engineering and building superior boats, and are continuing to build their legacy today as one of the leading boat manufacturers in the industry.

Monterey Boats has from day one has focused on quality, design and overall ease of maintenance, and has continued to stand by that commitment today. As they have from the beginning, the owners, engineers and staff at Monterey Boats believe that the Monterey name stands for more than boat manufacturing – they believe it's a family and a way of life.

For more than 30 years, Monterey has proven to be a true frontrunner in the industry, continually raising the bar for class and style year after year.

At Monterey, every boat is hand-crafted by skilled tradesman and designed by engineers, and built with the customer in mind. As a result, over the past three decades, Monterey has produced more than 40,000 boats and generated over \$2.4 billion dollars in sales.

Much of Monterey's success can also be attributed to the fact that Monterey is an independently owned and operated company. This promotes quick reaction to market conditions, efficient decision-making and implementation, as well as a hands-on approach to the process of new product development and customer relations.

builders, and I am looking forward to a very successful 2018."

More about Monterey

Monterey Boats' current manufacturing and engineering space totals over 375,000 square feet with more than 500 highly trained and skilled staff. Groundbreaking of an additional 40,000-square-foot facility is scheduled for the fall of 2018.

In addition to guiding the overall success of Monterey Boats, co-chairmen Charles and Jeff Marshall recently relaunched the iconic brand Blackfin boats. Building on its reputation for toughness, durability and fishability, the Marshall Brothers have brought the Blackfin brand back, and better than ever.

With four new models being introduced within the past year, and an additional four new models expected within the next year, Blackfin Boats has helped to provide a more solid presence for the two companies in the saltwater fishing area, as well in increasing the two companies' presence in outboard propulsion; two of the fastest growing seg-

ments in the broader boating industry today.

According to Charles Marshall, co-chairman: "We are incredibly proud of Monterey's success, and we are excited to bring the Blackfin Boat brand back into the industry today. We still feel today, as we did when we began, Monterey is not only a boat manufacturer, but a family. We owe our success to the outstanding commitment to quality and design provided by not only our research and design team, but also by our partners and skilled team members."

For more information, please visit www.montereyboats.com or www.blackfinboats.com.



EXPERIENCE THE 385SE IN PERSON

PROGRESSIVE
MIAMI INTERNATIONAL BOAT SHOW

FEBRUARY 15-19 | PIER 5 | SLIPS 500 A,B,C THROUGH 508 | MIAMI MARINE STADIUM | PARK & BASIN


MONTEREY


MONTEREYBOATS.COM



A WORLD LEADER IN STYLE AND PERFORMANCE



Monterey builds 26 boat models from 19 to 40 feet.

New for 2018

For the 2018 model year, Monterey introduced five new models, including Monterey's new outboard series, bringing the total lineup – which includes sport boats, surf editions, M-series, super sports, and sport yachts – to 26 models ranging from 19 to 40 feet. As one of the largest boat builders in the world today, Monterey is currently positioning itself for even more growth. Given the strong economy and Monterey's reputation for quality, the company's 2018 model year sales have more than doubled so far, creating a need for increased production staff and manufacturing space.

Monterey Boats recently hired a new vice president of manufacturing, Phil Baier. With 30 years' experience in the boating industry, Baier will oversee all manufacturing and production facilities at Monterey Boats. With a focus on implementing new processes, as well as managing the increase of manufacturing space, he will be working towards accommodating the overall increase in production needs.

According to Baier: "This is an exciting time to be in the boating industry, especially at Monterey. I'm thankful to work with such a great team of world class boat