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## **Monterey Boats Announces Record-Setting Market Share for its Elite Series and Expands the Lineup for 2026**

**Williston, FL — December 17, 2025 — Monterey Boats** today announced that its Elite Series has taken the lead in the 27–30 ft bowrider outboard segment, according to the latest Statistical Surveys data. The Elite Series continues to gain momentum across the broader bowrider category, reinforcing Monterey's position in the premium boating market and establishing the Elite Series as one of the fastest-growing boats in the bowrider category, backed by more than 40 years of boatbuilding heritage.

The Elite Series has quickly distinguished itself as a trifecta award winner, with the Elite 30 earning three of the marine industry's most respected honors:

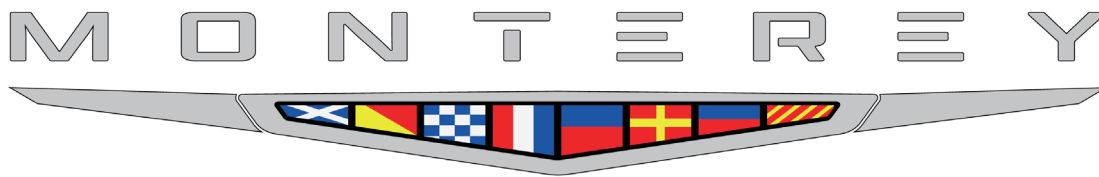


These recognitions highlight the Elite Series' exceptional balance of design, performance, and innovation—qualities that have defined Monterey Boats for more than four decades.

“Our team began developing the Elite concept three years ago,” said Charles Marshall, Co-Chairman of Monterey Boats. “We refined it, tested it, and pushed every detail until we were confident it delivered exactly

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what today's boater expects. Achievements like this don't happen in isolation. They are the result of our engineering team, the skilled craftsmen who build our boats each day, our trusted partners—including Mercury Marine, Navico, Taylor Made, and Protomet—and our dedicated dealer network. This success belongs to the entire Monterey family.”

Marshall added that the Elite Series' rapid market adoption and industry recognition confirm that the line delivers what modern boaters demand: contemporary luxury, confident performance, and long-term value.

With more than 40 years as a worldwide marine manufacturer, Monterey Boats continues to expand its product portfolio while remaining focused on thoughtful design and continuous innovation. The company's commitment to quality, durability, and forward-thinking development remains central to its mission.

### **New Elite Series Models Scheduled for 2026**

Monterey also announced several new Elite Series models slated for introduction in 2026:

- **Elite 23** — debuting March 2026
- **Elite 34** — launching Summer 2026
- **Elite 38** — launching Fall 2026

“These additions build on the foundation we've established with the Elite Series,” Marshall said. “We remain committed to delivering boats that don't just meet expectations—they raise the standard for performance, design, and value.”

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### **About Monterey Boats**

Monterey Boats is a leading independent, family-owned boat manufacturer specializing in premium M-Series, Super Sport, and Elite Series models. With more than 40 years of experience, Monterey has earned a global reputation for producing luxury performance boats that combine style, comfort, and functionality. Every Monterey boat is NMMA certified and backed by the exclusive MVP Warranty, providing owners with exceptional confidence and long-term satisfaction.