



S2 YACHTS ANNOUNCES NEW DIRECTOR OF MARKETING AND COMMUNICATIONS

Holland, Michigan, September 6, 2018 – S2 Yachts, parent company of both Tiara Yachts and Tiara Sport, is pleased to announce the promotion of Whitney Vishey to the role of Director of Marketing and Communications for the Tiara Yachts and Tiara Sport brands.

Whitney has been with the company since 2014, and in her position as Marketing Manager, worked in partnership with Tiara dealers, salespersons, media and vendors. She had an integral role in shaping the marketing efforts of both the Tiara Yachts and Tiara Sport brands, overseeing website launches, video and photography content for new and current models as well as digital and print advertising campaigns.

"Our team and the S2 Yachts organization are very proud to make this announcement. We look forward to having Whitney lead our marketing initiatives, continuing to build the momentum and excitement around the Tiara brands," Dave O'Connell, Vice President of Sales and Marketing.

In her new role as the Director of Marketing and Communications, Whitney will be responsible for the planning, development and implementation of all the Tiara brand's marketing strategies and communications.

"I am looking forward to this opportunity and honored to be selected for this responsibility," Whitney Vishey, Director of Marketing and Communications. "I'm grateful for the support I've been given from those within the S2 Yachts organization as well as those outside of our company, and am very excited to continue to work in partnership with our internal and external teams, advancing the elegance and legacy of the Tiara brands."

Tiara Yachts, headquartered in Holland, Michigan, is a subsidiary of S2 Yachts, Inc., one of the oldest privately held boat manufacturers in the United States. Tiara's model lines include the Open Series, Flybridge and Coupe models manufactured with inboard power from 39 to 53 feet. In 2017, S2 Yachts introduced the Tiara Sport 38 LS, the first outboard powered Tiara model. The Tiara Sport line includes both the 38 and 34 LS models. For more information, please visit tiarayachts.com or tiarasport.com.