

PRESS RELEASE

Tiara[®]
SPORT

Tiara[®]
SPORT **37LS**

S2 YACHTS ANNOUNCES BRAND EXPANSION THROUGH TIARA SPORT PRODUCT LINE

Holland, Michigan, May 26, 2017 – S2 Yachts is expanding their brand presence with the launch of the all new Tiara SPORT product. The Tiara SPORT lineup will consist of the first ever outboard powered Tiara products, and will be manufactured at the S2 Yachts facility in Holland, Michigan. The 37 LS, Luxury Sport, will be the first model in the Tiara SPORT product portfolio which will grow to include 7 models from 29-42 feet.

“The launch of the Tiara SPORT brand and the 37 LS marks an important chapter in the history of Tiara Yachts. We are responding to market demands entering with a brand new product that will set the standard for outboard powered vessels in this class. The LS, Luxury Sport, series is entirely new from the hull up and engineered specifically to outboard power.” Tom Slikkers, CEO, S2 Yachts.

As the first model in the lineup, the 37 LS is the reinterpretation of luxury sport yachting, a fusion of sophistication with the demands of day yachting. The epitome of functionality, its walk-around capabilities, watercraft/toy storage, bridge and lounge seats via both port and starboard entries with an island style outdoor galley are just some of the features through which the 37 LS defines a new luxury sport yachting segment.

Multiple and easily accessible social zones allow friends and families of all ages to experience a myriad of waterplay activities, exterior grilling and dining delights along with luxury lounging via convertible sun pad, elegant cabin and aft cockpit areas. Wrap around forward bow seating provides more space to laze and enjoy time on the water with family and friends. Powered by triple Yamaha 300's, the 37 LS will boast performance, power and sleek styling. Traditional, nautical accents combined with modern elements and upholstery details elevate her overall sport form.



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"The 37 LS hits the mark in every way; Tiara quality and heritage combined with a fresh perspective on design details, plus outboard power. This new Tiara SPORT Series will revitalize a market segment that has seen some decline in recent years and reach a younger customer that can look forward to transitioning into Tiara Yachts product as their family and yachting matures. We're very much looking forward to this product launch and the subsequent models that will follow in the Tiara SPORT family," Dave O'Connell, Vice President of Sales, Tiara Yachts.

Look for the Tiara Sport 37 LS at a major Fall boat show. Follow along as hull #1 is completed and launched; preliminary specifications along with renderings and drawings can be found here tiarasport.com/37-ls.

Tiara SPORT, headquartered in Holland, Michigan, manufactures sport yachts with outboard power at 37 feet. Tiara SPORT is a subsidiary of S2 Yachts, Inc., one of the oldest privately held boat manufacturers in the United States.

S2 Yachts, Inc. also manufactures Tiara Yachts, which product lineup includes inboard powered yachts ranging from 31 to 53 feet. Tiara Yachts line comprises the Tiara Series, Flybridge, Convertible, Coupe and Q models. Additionally, S2 Yachts, Inc. manufactures the luxury brand of cruising and sport fishing boats under the PURSUIT brand name. Pursuit Boats are manufactured in Fort Pierce, Florida in lengths of 23 to 40 feet. They are available in Center Console, Dual Console, Offshore, Sport and Sport Coupe configurations. For more information, please visit tiarayachts.com and pursuitboats.com.