

Tiara Sport's Debut Model, the 38 LS, Wins Prestigious Innovation Award



February 19, 2018 Miami, Florida The all new Tiara Sport 38LS, which debuted in the fall of 2017, has been awarded the 2018 Progressive Insurance Miami International Boat Show Innovation Award. The Tiara Sport brand was launched during Tiara's annual dealer conference and quickly garnered industry attention as the first Tiara featuring outboard power. The 38 LS is the modern reinterpretation of luxury sport yachting. The first in its series outfitted with dependable Yamaha outboard power, the style of the 38 LS is said to be athletic and performance minded while delivering a sense of luxury in her lines and layout.

"We are absolutely thrilled with the innovation award and applaud our engineering and design team for delivering a product that exceeds market expectations. We thank the Boating Writers International judging team and the NMMA for providing a competitive venue to showcase a superior product," Tom Slikkers, CEO S2 Yachts.

The innovative design was championed by the Tiara Engineering team with a center console layout that provides an intimate connection with the water. A decision to offer expanded bow seating and raised dock access to the port side delivers a social seating arrangement forward that rivals any competitor. The raised step to port also gave designers additional space below where Tiara Sport built a luxurious interior capable of overnighting.

The full beam hardtop shades the entire helm area with the three-wide seating and a center helm. Enjoy the plush seating bow to stern with detailed stitching, comfortable armrests and your choice of vibrant accent colors.

"We took a very aggressive approach to our design of the 38 LS, analyzing the competitive marketplace while incorporating our knowledge of luxury engineering learned through our Tiara Yachts product line. We are thankful for the Innovation Award which validates the engineering process for new designs," Andrew Bartlett, Director of Design, Tiara Sport.

The Tiara Sport may be immediately viewed at the Miami International Boat Show, located at Pier 5 in the water at the Miami Marine Stadium. If you can't make it to the show, please check out the new Tiara Sport at your factory authorized dealer or your favorite local boat show. You can also learn more online at tiarasport.com.

PRESS RELEASE



Tiara Sport, headquartered in Holland, Michigan, is a subsidiary of S2 Yachts, Inc., one of the oldest privately held boat manufacturers in the United States. Additionally, S2 Yachts, Inc. manufactures Tiara Yachts in Holland, Michigan with inboard power from 31 to 53 feet. Tiara's model lines include the Tiara Series, Flybridge, Convertible, Coupe and Q models. S2 Yachts, Inc. also manufactures the luxury brand of cruising and sport fishing boats under the Pursuit Boats 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 or pursuitboats.com.

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