



## **TIARA SPORT TO DEBUT THE 38 LS AT FORT LAUDERDALE INTERNATIONAL BOAT SHOW**

**Holland, Michigan, October 23, 2017** – S2 Yachts is excited to announce the expansion of their brand presence with the launch of the all new Tiara Sport product line, debuting at the 2017 Fort Lauderdale International Boat Show!

The Tiara Sport 38 LS will make its introduction to marine media partners and visitors at the Show; a fusion of sophistication and performance that surpasses expectations for day yachting, the 38 LS is the 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’re looking forward to a lot of buzz around our new Tiara Sport 38 LS at the Lauderdale Show. Our dealer network had the opportunity to enjoy the new 38 at our recent Dealer Summit and the feedback has exceeded our expectations. We’re eager to have our marine media partners and new Tiara Sport customers share in our excitement and enthusiasm for this new product,” Dave O’Connell, Vice President of Sales, Tiara Yachts and Tiara Sport.

The 58th Fort Lauderdale International Boat Show takes place on November 1 – 5, 2017. Tiara Sport will be located at C/D Dock, 52 – 60 and C Dock slips 301 – 309, and will also share a booth space with sister brands, Tiara Yachts and Pursuit Boats.

# PRESS RELEASE



## Authorized Tiara Sport dealers present at the show will include:

Apex Marine	Bosun's Marine
Ocean Blue Yacht Sales	Walstrom Marine
Walker's Marine	Grande Yachts
Quality Boats	C-Jam Yacht Sales
SkipperBud's	ERH Marine
Alexander Marine USA	Artemisa Yachts
Ed Huck Marine	Quality Yachts
Coastal Carolina Yacht Sales	Corte Lotti
Silver Sea Yachts	Maspor Marine
Hampton Watercraft & Marine	

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 [tiarasport.com](http://tiarasport.com), [tiarayachts.com](http://tiarayachts.com) or [pursuitboats.com](http://pursuitboats.com)