

STURGEON BAY, WI JULY 30, 2021 – Bay Marine announced today that it has acquired the assets of the Sturgeon Bay Yacht Harbor (“Yacht Harbor”), which will enhance the Company’s presence in the Great Lakes with expanded yacht brokerage, storage and service capabilities. The transaction was closed and assets turned over on the afternoon of July 30, 2021.

The Yacht Harbor, started in 1944 by George “Butch” Baudhuin has always been respected for quality sales, service and hospitality. The Yacht Harbor currently maintains a 96 slip in-water marina that neighbors the Sturgeon Bay Yacht Club. “We are extremely excited to add the Sturgeon Bay Yacht Harbor to our portfolio of assets. The addition of the Yacht Harbor further strengthens our presence in Lake Michigan as a leading provider of premium yacht brokerage as well as sales and service for all boater’s needs”, said Mark Felhofer, co-owner of Bay Marine. “The improvements we have planned for the Yacht Harbor are sure to elevate the nearly 80-year-old marina back to its former glory”

Bay Marine plans an expansive remodeling of the Yacht Harbor facility to be ready for the 2022 boating season. Improvements will include new docks, clubhouse, pool, and an outdoor pavilion in a park-like environment.

About Bay Marine

With over a 50-year history, Bay Marine is a second-generation premium boat sales, service and storage retailer with locations in Sturgeon Bay, WI; Waukegan, IL; and Ft. Myers, FL. Bay Marine represents the highest quality boat brands in the industry including Riviera, Belize, Sabre, Back Cove, Monte Carlo Yachts, Edgewater, and Crevalle boats.

Now offering over 150,000 sq-ft of premium indoor heated storage facilities in two locations, modern travelifts with over 80 metric tons capacity, and a comprehensive staff of certified marine technicians, Bay Marine has positioned itself as one of the best full-service yacht dealerships in the Great Lakes.

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