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Cruisers Yachts Announces New Dealer in Mexico

Oconto, WI (July 21, 2026) – Cruisers Yachts, a premier American yacht builder with more than 70 years of heritage, has named Powerboats as its newest authorized dealer in Mexico.

Powerboats has 18 years of experience selling recreational, sport, and fishing boats, as well as marine engines, parts, and accessories. The company is an official dealer for several well-known marine brands, and has built a reputation in Mexico for strong customer service and long-term client relationships.

"We are thrilled to welcome Alberto and his team to the Cruisers Yachts family," said Dan Zenz, Vice President of Sales for Cruisers Yachts. "We know they will represent the brand with the professionalism, passion, and integrity that Cruisers Yachts is known for. Their commitment to delivering exceptional customer experiences makes Powerboats an outstanding partner as we continue expanding our presence in Mexico."

"At Powerboats, we are thrilled to represent Cruisers Yachts in Mexico," said Alberto Lopez, Owner of Powerboats. "From the moment we got to know the brand, we were impressed by the quality, innovation, and passion that go into every boat they build. We are excited about the new models and believe they are a perfect match for our customers and our growing portfolio."

Powerboats has already sold and delivered a new 50 GLS Outboard to an owner in Cancun, with a 38 VTR currently en route to Mexico, early signs of demand as the appointment adds to Cruisers Yachts' international dealer network and the company continues to expand into key global boating markets.

For additional information about Cruisers Yachts, its complete lineup of luxury yachts, or international distribution opportunities, please contact Antonio Castaneda, International Sales Development, Cruisers Yachts at antonio.castaneda@marinemax.com.

RESOURCES

Dealer Page | <https://www.powerboats.com.mx/>

ABOUT CRUISERS YACHTS

Founded in 1953 and headquartered in Oconto, WI, Cruisers Yachts is known as one of the world's premier providers of midsize luxury pleasure yachts and produces models from 34 to 60 feet. Cruisers Yachts' parent company, MarineMax Inc. (NYSE: HZO), is the world's largest recreational boat and yacht retailer. For additional information on Cruisers Yachts, please visit: cruisersyachts.com.

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