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FOR IMMEDIATE RELEASE

**SAILFISH BOATS ANNOUNCES 2026 MODEL YEAR
DEALER AWARD RECIPIENTS**

CAIRO, Ga. (July 7, 2026) – Sailfish Boats is pleased to announce its 2026 Model Year award winners for exceptional sales and customer service achievements.

“These awards and recognition are just a small token of our appreciation for the hard work our dealer partners contribute, each and every day,” said Rob Parmentier, President & CEO of Sailfish Boats. “We congratulate them and extend our sincere gratitude.”

The following dealerships received an award for their achievements:

The annual top **Sales** achievement award, for the largest volume dealer, goes to **Carefree Marine Group** in Pompano Beach, FL. Led by Brian and Katie LaRue. This award reflects the organization’s passion and dedication to the brand and recognition as a leader in their respective market(s).

In recognition for their outstanding customer service, this year’s **Customer Service** achievement award goes to **Port Harbor Marine** in South Portland, ME. This award is determined by new Sailfish owners’ answers on their CSI surveys about their likelihood of recommending the dealership to others. This award reflects the entire operation. The entire organization prides itself on delivering top notch customer service with the goal of being the go-to dealership in their market(s).

For the second consecutive year, this year’s recipient of the annual **President’s Award** is **Carefree Marine Group** in Pompano Beach, FL. This award recognizes the tangible and intangible aspects of a dealer partnership that has the combination of sales growth, strong CSI scores, with undeniable brand engagement for Sailfish in their local market(s) and exudes the Sailfish Boats’ brand spirit.

"Please join me in congratulating each dealer for their accomplishments," said Parmentier.

Quotes from the recipients:

Brian LaRue – President Carefree Marine Group – "We set a goal this year to be Sailfish's top dealer and to earn it, in our second full year as a Sailfish dealer is the result of the hard work, the strength of our Carefree team and the Sailfish brand. We are honored to receive this year's top dealer sales award. And on top of that, to receive the President's award for a consecutive year, is beyond my wildest imagination. I feel very at home with Sailfish and look forward to what is in store for us for 2027 model year."

Rob Soucy – President of Port Harbor Marine: "To be recognized by Sailfish as their top Customer Service Satisfaction dealer is a complete team award. We have prided ourselves on customer service and satisfaction throughout our 51-year history. On behalf of the 100 Port Harbor team members, we are very happy to have earned and received this award."

ABOUT SAILFISH BOATS

Sailfish Boats, based in Cairo, Georgia, has been building Practical, Purposeful, and Powerful boats for 40-years. Known for delivering exceptional inshore and offshore fishing platforms that are equally family-friendly, Sailfish designs and manufactures a full range of center console and dual console boats from 23 to 36 feet. For more information, visit www.sailfishboats.com.