

ULTIMATE MARINE

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Ultimate Marine Adds Wellcraft Boats to Its Lineup Across Central Florida

Orlando, FL — Ultimate Marine, one of Florida's premier boat dealerships, is proud to announce that it has been named an authorized dealer for Wellcraft Boats, one of the most storied names in American boatbuilding. The new partnership brings Wellcraft's Explorer and Crossover Center Console models to Ultimate Marine's Orlando, New Smyrna Beach, and Tampa locations, expanding the dealership's premium lineup for boaters across Central Florida and beyond.

With established locations serving Central Florida in Orlando, Tampa, and New Smyrna Beach, Ultimate Marine has built a reputation for delivering premium boat sales, factory-certified service, and a customer experience centered around long-term boating ownership. Adding Wellcraft to the showroom floor extends that same trusted approach to a brand known for building capable, offshore-ready boats that owners hold onto for years.

At launch, Ultimate Marine will carry five Wellcraft models across two categories:

Explorer

- Wellcraft 28 Explorer
- Wellcraft 38 Explorer
- Wellcraft 44 Explorer

Crossover Center Console

- Wellcraft 28 T-Top
- Wellcraft 38 T-Top

The Wellcraft lineup will be stocked exclusively at Ultimate Marine's Orlando, New Smyrna Beach, and Tampa locations. Each showroom will feature new Wellcraft boat sales backed by Ultimate Marine's factory-trained technicians, full-service marine maintenance, and ongoing ownership support — creating a complete boating hub for Wellcraft owners throughout the region.

"We're thrilled to bring Wellcraft into the Ultimate Marine family," said Joe Labon, Managing Partner of Ultimate Marine. "Wellcraft has a legacy of building boats that perform, and that fits exactly who we are and who we serve. Our customers expect a premium experience from the first conversation through years of ownership, and Wellcraft gives us another world-class brand to deliver that on. From our white-glove sales process to our delivery and service support, we're proud to now offer Wellcraft across our Orlando, Tampa, and New Smyrna Beach stores."

The addition of Wellcraft reflects Ultimate Marine's continued commitment to supporting owners not just during the purchase process, but throughout the entire ownership journey. By broadening its lineup with a respected offshore brand, Ultimate Marine strengthens its position as a statewide marine partner capable of matching more boaters with the right boat for the way they run the water.

To celebrate the launch, Ultimate Marine will host a Wellcraft demo and preview event at the docks behind American Social, open to boaters across all three markets. The event runs Friday, August 14th with a preview and cocktails from 4:00–8:00 PM, and continues Saturday, August 15th with on-water sea trials and previews from 10:00 AM–5:00 PM.

Additional details about the Wellcraft lineup, available inventory, and the launch event will be announced soon.

For more information, visit:

www.ultimatemarine.com

Boaters and Wellcraft enthusiasts are encouraged to stay tuned for upcoming announcements and launch events celebrating Wellcraft's arrival at Ultimate Marine.