



Media Contact

Dave Biggie

President of Global Sales Development

dave.biggie@marinemax.com

Cruisers Yachts Appoints O-Marine as Exclusive European Distributor

Oconto, WI (October 8, 2026) – Cruisers Yachts, a premier American yacht builder with more than 70 years of heritage, has appointed O Marine as its European distributor. O Marine will lead the brand's European expansion, establishing dealers in major boating markets and authorized representatives in smaller ones.

The strategy combines dedicated retail representation in key markets with broader coverage elsewhere, while maintaining strong local customer relationships and support.

"No product can succeed on quality and innovation alone. It also takes knowledgeable, committed people representing the brand and supporting customers," said Dan Zenz, Vice President of Sales for Cruisers Yachts. "O Marine brings the retail experience, relationships, and market knowledge we need to build the European network we envision for Cruisers Yachts."

O Marine's roots are in marine retail. Its principals bring extensive industry relationships and a deep understanding of European boaters and the region's interconnected markets, where owners routinely buy, cruise, service, and relocate yachts across national borders. Guided by the mission of "Uniting the Marine World," the company will serve European customers looking to purchase new Cruisers Yachts, arrange sea trials, and access service and parts support.

"Cruisers Yachts brings more than seven decades of American yacht-building heritage; O Marine's principals bring similar years of combined European market experience and relationships," said Carlo Orione, Principal, O Marine. "Our role is to be the strategic bridge between the shipyard and Europe—putting partnership, local knowledge and shared market development at the heart of distribution. Together, we are building lasting market relevance and carrying the Cruisers Yachts heritage forward to the next generation of European boaters."

The appointment follows Cruisers Yachts' debut at the Cannes Yachting Festival, where the company introduced its newest models to Europe, conducted Mediterranean sea trials of the new 38 VTR, and met with more than 22 prospective dealer principals. Dealers and industry professionals praised the 38 VTR as a boat that "rides like a bigger boat" and "handles like a sports car."

"Many of the dealers we met in Cannes were experiencing our boats for the first time, and the enthusiasm was exceptional," said Dave Biggie, Vice President of Global Sales Development. "With O

Marine leading our European network, we have the right partner to turn that interest into lasting dealer and customer relationships."

The expansion is backed by an aggressive product development schedule. Cruisers Yachts plans to introduce at least two new models a year over the next several years, with increasing emphasis on features and design elements that appeal to global markets. The company will also exhibit at upcoming boat shows in Barcelona, Greece, and Cyprus, giving prospective dealers and customers more opportunities to experience the brand.

Cruisers Yachts and O Marine welcome inquiries from established marine dealers interested in representing the brand in available European and international markets. For more details, contact Dave Biggie, Vice President of Global Development for Cruisers Yachts, at dave.biggie@marinemax.com.

RESOURCES

Images | <https://marinemax.smugmug.com/Press-Requests/Cruisers-Yachts-VTR-/n-zBTNbv/O-Marine-Cannes-Presence-2026/i-rNSmHwW/A>
O Marine | <https://www.o-marine.eu/>

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 57 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: www.cruisersyachts.com.

###