

Sea Ray Boats Welcomes Tri-Star Power Sports & Marine as Knoxville Dealer

*New dealership appointment brings together Tri-Star's local expertise
and Sea Ray's deep roots in East Tennessee*



KNOXVILLE, TENN., OCTOBER 15, 2026 – [Sea Ray Boats](#), a Brunswick Corporation (NYSE: BC) brand, today announced Tri-Star Power Sports & Marine as its new authorized dealer serving the Knoxville market, bringing together two brands with strong ties to the East Tennessee boating community.

Knoxville and East Tennessee hold a special place in Sea Ray's history and remain integral to the brand's success today. As the home of Sea Ray's headquarters and manufacturing operations in nearby Vonore, Tennessee, the region serves as a cornerstone of the brand's identity, workforce and customer community. The appointment of Tri-Star Power Sports & Marine reinforces Sea Ray's long-term commitment to this vital market and reflects the brand's dedication to delivering an

ownership experience that embodies the premium quality, exceptional service and trusted support for which Sea Ray is known.

“Knoxville isn’t just another market for Sea Ray — it’s home,” said Ritch Ragle, VP of Sales, Sea Ray Boats. “Our history here makes it especially important that we have a dealer partner who understands this community and shares our commitment to delivering an exceptional experience for Sea Ray owners. We’re excited to welcome Tri-Star Power Sports & Marine to our dealer network and begin this next chapter together in East Tennessee.”

Through this appointment, boaters throughout the Knoxville area will have access to Sea Ray’s portfolio of premium boats, backed by Tri-Star Power Sports & Marine’s local market expertise, sales and service capabilities, and commitment to customer satisfaction.

Tri-Star Power Sports & Marine offers new and preowned boat sales, certified marine servicing, golf carts and power sports sales, and financing.

“Tri-Star Power Sports is proud to represent Sea Ray right here in our shared hometown of Knoxville, Tennessee. As two brands with deep roots in the Knoxville boating community, this relationship is a natural fit, and we’re excited to bring the iconic Sea Ray brand to the local market. We’re committed to providing our customers with exceptional products, service, and experiences both on and off the water, and we look forward to introducing more local boaters to the quality, craftsmanship, and experience that Sea Ray represents,” said Mike Coffee, CEO of Tri-Star Power Sports & Marine.

The partnership underscores Sea Ray’s continued commitment to providing an exceptional customer experience through a strong dealer network and ensuring that boaters in East Tennessee have local access to the sales, service and support that define Sea Ray ownership.

Customers can learn more about Sea Ray boats available through Tri-Star Power Sports & Marine by visiting <https://www.tristarpowersports.com/>.

About Sea Ray

Headquartered in Knoxville, Tenn., Sea Ray is the world’s leading creator of superior quality pleasure boats. For 65 years, Sea Ray has pushed the limits of performance and craftsmanship to elevate the boating experience. Each Sea Ray is designed to make every moment exceptional, supporting boaters’ unique lifestyles with a customized balance of unparalleled comfort and performance and world-class technology throughout. Learn more about the Sea Ray Experience at [SeaRay.com](https://www.searay.com).

About Brunswick Corporation

Brunswick Corporation (NYSE: BC) is a global leader in marine recreation, delivering innovation that transforms experiences on the water and beyond. Its technology-driven solutions are informed by

deep consumer insights and guided by the belief that “Next Never Rests™.” Brunswick is home to more than 60 industry-leading brands across marine propulsion (including Mercury Marine), parts and accessories (including Attwood), and marine electronics (including Simrad and Lowrance), as well as boat brands including Boston Whaler, Sea Ray, Bayliner, Lund, and Harris. Headquartered in Mettawa, Illinois, Brunswick has approximately 14,000 employees operating in 26 countries. Learn more at [Brunswick.com](https://www.brunswick.com).