PRESS RELEASE

Ultimate Marine Named Authorized Regal Dealer for New Smyrna Beach

Regal's luxury performance boats arrive in New Smyrna Beach

NEW SMYRNA BEACH, Fla. (Oct. 23, 2026) – Ultimate Marine today announced that it has been named an authorized dealer for Regal Boats, the family-owned, Orlando-based builder of luxury performance boats. Effective Oct. 23, 2026, Ultimate Marine is officially the authorized Regal dealer for New Smyrna Beach.

Regal models from 30 to 50 feet, including the Regal SAV and XO lines, are available for preview at the Ultimate Marine New Smyrna Beach showroom and at Outrigger's Marina in New Smyrna Beach. Located on State Road 44, the showroom serves boaters on the Mosquito Lagoon, the Indian River and offshore through Ponce Inlet, and will represent Regal across Volusia and Marion counties.

"Regal has spent more than 50 years building boats with real care for craftsmanship and comfort, and that is how we like to work, too," said Joe Labon, Managing Director at Ultimate Marine. "Our clients in New Smyrna Beach spend long days on the water, and they expect a boat and a team that make those days easy. We will bring the same white-glove care our owners already know, from delivery and orientation to service long after."

Founded in 1969 by Paul and Carol Kuck and still owned and operated by the Kuck family, Regal builds its boats at its Orlando headquarters, about an hour from the New Smyrna Beach showroom. The company's FasTrac hull earned the IMTEC Innovation Award, and Regal has received multiple J.D. Power awards for customer satisfaction along with more than 50 Customer Satisfaction Index awards from the industry.

"Ultimate Marine is known for looking after owners well beyond the day they take delivery, and that is the experience we want for every Regal owner," said Jake Kuck, Vice President of Regal Boats. "New Smyrna Beach is one of the best boating regions in the country, and we are pleased to have a team with these standards representing Regal there."

ABOUT REGAL

Regal Marine Industries is a family-owned builder of luxury performance boats, headquartered in Orlando, Florida. Founded in 1969 by Paul and Carol Kuck, Regal is still owned and operated by the Kuck family and builds boats from 20 to 50 feet, including its SAV, XO, Surf and LX lines. Learn more at regalboats.com.

ABOUT ULTIMATE MARINE

Ultimate Marine is a Florida boat dealership and an authorized Regal dealer, built on a simple promise: "We don't sell boats. We deliver the boating life you came here for." The team is known for a white-glove approach to ownership, from the first conversation through delivery, on-water orientation and ongoing service. As a Regal dealer, Ultimate Marine pairs the craftsmanship of a family-owned Florida builder with the long-term care its owners expect well after the day they take delivery. Learn more at ultimatemarine.com.

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