Outdoor Network Acquires NauticStar Boats, Expands into Boat Manufacturing with New North Carolina Facility

- NauticStar Boats
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- News

Acquisition brings NauticStar into a diversified marine and powersports organization with industry-leading e-commerce operations, established retail networks, and decades of experience.

CHOCOWINITY, N.C. / TAMPA, FL — Outdoor Network (ODN), a leading organization in the marine and powersports industries, is pleased to announce its August 2026 acquisition of NauticStar Boats through its manufacturing division, Boater's World Manufacturing Group, LLC (BWMG).

The acquisition represents an important milestone in Outdoor Network's continued growth and marks the company's expansion into boat manufacturing. Founded in 1999, Outdoor Network brings extensive experience in marine and powersports retail, e-commerce, parts distribution, logistics, and customer service.

Outdoor Network's portfolio includes two industry-leading e-commerce businesses: **Boats.net**, the number one online retailer of OEM marine outboard motor parts, and **Partzilla.com**, the largest online retailer of OEM powersports parts. The company also owns and operates **Boater's World Marine Centers, with six retail locations**, and **RideZilla, with four powersports retail stores**.

Together, these businesses provide NauticStar with the financial resources, operational expertise, established infrastructure, and long-term commitment necessary to strengthen the brand and support its future growth.

"When we started Outdoor Network in 1999 with a single dealership, we never imagined how far the company would grow," said Tom and Billye D'Azevedo, Co-Founders of Outdoor Network. "What hasn't changed is our commitment to our customers, our

employees, and the industries we love. Acquiring NauticStar is particularly exciting because it allows us to take the next step into manufacturing boats of our own. We believe in the NauticStar brand, its heritage, and its potential. Our goal is not simply to bring the brand back, but to build upon its reputation and establish a strong foundation for its long-term success."

As part of the acquisition, Boater's World Manufacturing Group is establishing a major manufacturing operation in Chocowinity, North Carolina, along the Pamlico River. **The company's initial investment of more than $6 million represents just the beginning of a much larger commitment**, with substantial additional capital being allocated toward upgrading the manufacturing facility, modernizing equipment, improving production capabilities, and supporting future growth.

The project is expected to create **179 skilled manufacturing jobs**, providing a significant economic boost to the surrounding communities.

The 212,000-square-foot waterfront manufacturing facility will serve as the production home for NauticStar's line of bay, hybrid, deck, and offshore center-console boats.

The project has received support from state and local leadership, including North Carolina Governor Josh Stein, the North Carolina Department of Commerce, and local economic development officials. Their collaboration has played an important role in bringing the project to eastern North Carolina.

"Over the past 27 years, Outdoor Network has built a strong reputation by focusing on customer satisfaction, operational efficiency, and strategic growth," said Martin Polo, Chief Executive Officer of Outdoor Network. "The addition of NauticStar is a natural progression for our organization. By combining boat manufacturing with our existing retail, e-commerce, and distribution operations, we are creating opportunities that benefit our customers, dealers, and business partners. More importantly, we are providing NauticStar with the resources and long-term stability necessary to compete and grow in today's marine marketplace."

Outdoor Network's immediate priorities include establishing efficient manufacturing operations, maintaining rigorous quality standards, strengthening dealer relationships, and delivering dependable customer service and warranty support.

The company also plans continued investment in product development, manufacturing technology, employee training, and future model enhancements.

A key component of NauticStar's growth strategy will be its dealer network. BWMG is committed to building strong, mutually beneficial relationships with existing and

prospective NauticStar dealers through open communication, reliable product availability, responsive parts and warranty support, and a shared commitment to customer satisfaction.

With the backing of Outdoor Network, NauticStar enters a new chapter supported by an experienced leadership team, an established national business infrastructure, and a long-term vision for growth.

ABOUT OUTDOOR NETWORK

Founded in 1999, Outdoor Network is a diversified marine and powersports organization with operations spanning e-commerce, retail sales, parts distribution, customer service, and manufacturing.

Its portfolio includes **Boats.net**, the number one online source for OEM marine outboard motor parts, and **Partzilla.com**, the largest online source for OEM powersports parts.

Outdoor Network also owns and operates **Boater's World Marine Centers, with six retail locations**, and **RideZilla, with four retail stores serving the powersports market**.

Through its network of businesses, Outdoor Network serves customers throughout the United States and internationally, combining industry expertise, operational efficiency, and a commitment to exceptional customer service.

The acquisition of NauticStar Boats represents the company's continued investment in the marine industry and its commitment to building and supporting respected brands for the future.

ABOUT BOATER'S WORLD MANUFACTURING GROUP AND NAUTICSTAR BOATS

Boater's World Manufacturing Group, LLC, a division of Outdoor Network, is responsible for the manufacturing and continued development of NauticStar Boats.

Operating from a 212,000-square-foot waterfront manufacturing facility in Chocowinity, North Carolina, BWMG produces NauticStar's line of bay, hybrid, deck, and offshore center-console boats designed for recreational boating, family enjoyment, and fishing enthusiasts.

With the resources and experience of Outdoor Network behind it, NauticStar is positioned to strengthen its dealer network, enhance its product offerings, and build upon the brand's established reputation.

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