



# NEWS RELEASE

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## **Viking Reports an Excellent Fort Lauderdale Show**

**(November 16, 2016, New Gretna, New Jersey)** While the early fall buying season was akin to a slow day on the trolling grounds, the recently completed Fort Lauderdale International Boat Show was more in line with a mad dog white marlin bite with billfish snapping everywhere. “With 14 boats sold during the show and the week following its close, this was the hottest Fort Lauderdale since 2006,” said Viking president Pat Healey. Viking used the show to introduce four new models including the 72 Open Bridge Convertible, the 72 Enclosed Bridge Convertible, the 48 Open and the 48 Sport Tower, all part of the company’s 16 boat display, which covered the complete product line from 42 to 92 feet.

While these new models drew critical acclaim from many of the show goers, the hot selling model was the 80 Convertible with four confirmed sales. The 14 boat tally included both show models and stock boats reducing dealer inventory to six boats throughout Viking’s domestic and international networks.

The Viking president also used the show to announce that the company will premiere its new 37 Billfish at its February invitational 21st Annual VIP Boat Show Preview at the Viking Yacht Service Center in Riviera Beach, Florida, followed by the yacht’s first public showing at Yachts Miami Beach later that month. The 37 Billfish is the first model to come from Viking’s new facility, Viking Mullica, which opened in August. Five Billfish boats already are sold from the 10 scheduled to be built during this fiscal year. A second production line at Viking Mullica is due to open shortly where Viking 42, 48 and 52 models will be built in the future.

Viking’s expansion plans are to accommodate larger models being built at the New Gretna facility where a 93 Motor Yacht is now under construction. This new model will premiere at the 2017 Fort Lauderdale International Boat Show. Viking’s motor yacht line currently includes 75 and 82 foot models with open and enclosed bridge configurations.

Viking’s subsidiaries Palm Beach Towers, which designs and manufactures custom tuna towers as well as fiberglass fishing accessories and Atlantic Marine Electronics, which handles navigation electronics and entertainment installations for Vikings and other production and custom built yachts also collected a number of new proposals for both boats sold at the show, as well as upgrades for current Viking owners.

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