

## **Hydra-Sports Kicks Dealer Acquisition Into High Gear**

Hydra-Sports Boats has undergone tremendous improvements since being acquired by MasterCraft Boats in early 2010. The initial transition of molds and integration into the Vonore, TN production facility is complete and full line production of 2011 models is now underway. “It is an extremely exciting time for Hydra-Sports,” says President and CEO John Dorton, “From a product line perspective; we have identified and implemented many improvements that strengthen both the quality and functionality our owners are looking for.”

In addition to the product changes, two key members have been added to the sales staff. Kirk Lewellen has returned to Hydra-Sports as the Regional Sales Manager for Texas, Louisiana, North Carolina, South Carolina, and Georgia. Lewellen is a veteran of the marine industry with over 15 years experience in sales management, much of that time was spent with Hydra-Sports. Adrian Hart has joined Hydra-Sports as International Sales Manager. Hart is a renowned advocate of growing boating in the UK through his affiliations with the British Marine Federation and Royal Yachting Association. Hart brings 35 years of marine industry experience to the brand. Kirk and Adrian join Alex Leva and Randy Jernigan to give Hydra-Sports the one of the most experienced sales teams in the industry.

With the addition of key staff, Hydra-Sports is now keenly focused upon creating new dealer partnerships. The addition of 3A Marine in Hingham, Massachusetts and Anglers Marine in Brunswick County, NC add a solid brand presence in these Atlantic states while the signing of Warsash Marine in the Southampton, United Kingdom provides a new affiliation for Hydra-Sports overseas. Look for more improvements in the coming months with a heavy emphasis on new partnerships as Hydra-Sports actively expands its dealer network. Hydra-Sports will be at the Marine Dealer Conference and Expo in Orlando, Florida November 14-17 to discuss growth opportunities with potential dealers.

### **About Hydra-Sports**

Hydra-Sports Boat Company builds the world’s finest inshore and offshore fishing boats. Built for the discerning angler, Hydra-Sports owners value tournament class performance on Saturday and luxury cruising on Sunday. The “No Compromises” philosophy is applied to all aspects of design and engineering. It is a simple, yet straight-forward approach that ensures Hydra-Sports Boats will remain on the front lines of quality, performance, and innovation.

For more information contact Hydra-Sports Boats at 100 Cherokee Cove Dr. Vonore, TN 37885 Phone: 423-884-7713, Fax: 423-884-7769, [www.hydra-sports.com](http://www.hydra-sports.com)