

Aug. 5, 2013

Bass Cat and Yar-Craft production facilities expand an additional 30,000 sq. ft. in building space, allowing an additional 75% in space and adding 50% in manufacturing capacity.

Bass Cat and Yar-Craft Boats are pleased to announce they have seen substantial growth these past several seasons after 2010. Both brands in the 2012 and 2013 seasons saw double digit growth in units produced. This was assisted in part by the purchase of Yar-Craft Boats in December of 2011. Yar-Craft now comprises a significant percentage of manufacturing in the Mountain Home, AR facility.

The 2013 model year saw 68% increase annually over production two (2) years ago compared to the 2011 model year. Bass Cat alone saw an increase of 36% for over that same period. Yar-Craft production was approximately three times (289%) the production level experienced by the previous ownership in the 2011 model year. Yar-Craft model production was up 47% for 2013 over 2012.

With growth comes the pains associated, this made expansion a necessity, and the Pierce's are pleased to announce that they have acquired 30,000 square feet of existing building space, located next door on 7 ½ acres in the industrial park. This purchase makes the land footprint for the companies covering a total of just over 20 acres. The addition gives Bass Cat and Yar-Craft automatic storage and the ability to easily add another 50% in production within the existing complex with moving some finish into the new complex.

“We needed it, and when the building became available it was natural to make every effort to purchase it”, said Ron Pierce. “It’s not perfect though it’s handy and an easy transition. It took us less than 45 days to complete the purchase and we’re glad to have it.”

In commenting on the purchase Rick Pierce added: “One area will be utilized to expand the Parts and Service department into their own offices and storage. This complex has a significant amount of offices and space we can utilize immediately. We hope to grow our Parts Department and better assist both dealers and consumers, all of the Parts Department will be contained within this building. The complex also has an existing conference media room for presentations and meetings. This improves our services, as well as, plays a part in future plans.”

Bass Cat and Yar-Craft are both companies owned by the Pierce Family, through Challenger, Inc., originating in April of 1971. Ron and Jan Pierce are the founders of Bass Cat Boats, Challenger Inc. Yar-Craft was founded by Jack Dahlman in 1969 and the Pierce’s are proud to now be a part of that successful heritage beginning in December, 2011.

Gary Gould
Bass Cat and Yar-Craft Boats