

FOR IMMEDIATE RELEASE

Goodhue Boat Company Continues Strategic Growth with Acquisition of Former Naples Marina in Maine

Wolfeboro, NH – May 14, 2025 – Goodhue Boat Company, a family-owned marine retailer with operations spanning New Hampshire, Maine, Virginia, and California, today announced the acquisition and re-branding of Naples Marina on Brandy Pond as Goodhue Boat Company, Naples. The move extends Goodhue’s footprint to nine full-service dealerships and underscores the organization’s commitment to disciplined, service-centric expansion in key recreational markets.

Over the past decade, Goodhue Boat Company has grown from a single New England store to a multi-state platform representing more than a dozen premium OEM partners, including Cobalt Boats, MasterCraft, Boston Whaler, Chaparral, Sylvan Marine, Malibu, Axis, Harris Pontoons, Cobia, and Pursuit. The addition of Naples grants the group prime access to Maine’s Sebago-Long Lake corridor while bolstering total wet slips to nearly 300, winter storage capacity to about 1,000 boats, and increased service capacity.

“Our family of marina locations is made of premium waterfront properties; and our core values require us to offer premium products and services. This formula gives us the ability to deliver the concierge-level experiences the Goodhue brand is known for,” said Cody Gray, COO of Goodhue Boat Company. “Naples Marina follows that pattern perfectly and we’re excited to join together as part of their team.”

About Goodhue Boat Company

Founded in 1903 on Lake Winnepesaukee, Goodhue Boat Company operates nine full-service dealerships across NH, ME, VA, and CA, offering new and pre-owned sales, service, storage, rentals, and boat clubs. The company employs more than 100 marine professionals and is consistently ranked among the top dealers nationally for customer satisfaction.

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