

**Press Release: Phoenix Trailers Welcomes Mike Dean to Sales Team
FOR IMMEDIATE RELEASE**

East Jordan, MI — May 1, 2025 — Phoenix Trailers, a leading manufacturer of custom boat trailers, is proud to announce the appointment of Mike Dean to its sales team. With more than 20 years of experience in the marine industry, Mike brings deep expertise in both manufacturing and dealership operations. In his new role, he will focus on developing and maintaining strategic partnerships with boat dealerships across the country.

“Mike is a tremendous addition to our team,” said Chip Schwein, CEO of Phoenix Trailers. “His industry knowledge and strong professional network will be vital as we continue to grow our footprint nationwide. We’re thrilled to welcome his energy and leadership as he helps drive the expansion of our dealer relationships.”

Mike’s customer-first approach and commitment to relationship-building align closely with Phoenix Trailers’ mission to deliver premium products and outstanding service to its customers.

About Phoenix Trailers

Phoenix Trailers designs and manufactures custom boat trailers known for their superior craftsmanship, innovation, and durability. Headquartered in East Jordan, Michigan, the company is committed to exceeding customer expectations and setting the standard for excellence in the boat trailer industry.

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