



# CRUISERS YACHTS

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## **Cruisers Yachts Expands Global Presence with Strategic Team Additions**

Oconto, WI (June 24, 2025) – Cruisers Yachts, a leading American yacht manufacturer with more than 70 years of heritage, is expanding its international footprint with the support of a newly dedicated dealer development team and a forward-looking product strategy.

Known for producing premium vessels, from the luxurious Cantius series to the performance-driven GLS line, Cruisers Yachts continues to evolve its portfolio, most recently with the introduction of the new 57 FLY. Building on this momentum, the company is now intensifying its global efforts under the ownership and resources of MarineMax.

To lead this next phase of international growth, Cruisers Yachts has appointed Dave Bigge and Antonino Castaneda, two experienced dealer development professionals, to focus exclusively on strengthening and expanding the brand's global dealer network.

"I'm excited about this elevated focus on enhancing success for our current and future international distribution partners," said Dan Zenz, Vice President of Sales at Cruisers Yachts. "The addition of Dave and Antonino to the team reinforces our long-term commitment to international market growth."

As part of its broader growth strategy and product development, Cruisers Yachts will continue supporting existing dealers while actively seeking new partners in key international markets. The brand will offer exclusive territories, enhanced sales support, and improved product availability through MarineMax's shared retail inventory system.

"Through expanded show presence, co-branded marketing efforts, and streamlined inventory access, we're helping our dealers close sales more efficiently and scale their businesses across global markets," said Dave Bigge, Vice President of International Sales at MarineMax.

Cruisers Yachts is currently offering limited opportunities for dealership exclusivity in select markets. Interested parties are encouraged to contact Dave Bigge or Antonino Castaneda directly for more information.

For updates on product announcements and international developments,  
visit [www.cruisersyachts.com](http://www.cruisersyachts.com).