



FOR IMMEDIATE RELEASE

Lightspeed Honors Top Marine Dealers and Manufacturers with 2025 Excellence & Innovation Awards

TAMPA, FL - [December 9, 2025] Lightspeed, the leading dealer management solution for the marine and recreation industries, proudly announced the recipients of the 2025 Marine RECT (Repair Event Cycle Time) Excellence & Innovation Awards. The honors were presented Tuesday, December 9th during *MRAA Dealer Week* in Tampa, Florida - the industry's premier gathering of marine dealer professionals.

Each year, Lightspeed recognizes dealerships and manufacturers who demonstrate exceptional service performance, accelerated repair efficiency, streamlined workflows, and forward-thinking innovation. This year's honorees not only exceeded industry benchmarks - they set new expectations for what modern marine service and customer experience can achieve.

2025 Marine RECT Excellence & Innovation Award Winners

- **Most Improved RECT Award** – *Gulf Coast Marine, Inc.*
- **RECT Performance Excellence Award** – *Rapid Marine Rogers*
- **Technology Innovator Award** – *Colorado Boat Center*
- **Fast Track Service Award** – *Devils Lake Water Sports, Inc.*
- **Marine Innovator of the Year** – *Barletta Boat Company*

“These organizations represent the future of the marine industry - where efficiency, innovation, and customer care come together to create world-class service experiences,” said Brian Provost, CEO of Lightspeed. “We are proud to recognize the dealers and manufacturers who continue to raise performance standards, adopt smarter technology, and invest in a stronger service journey for every boater.”

The Lightspeed RECT Excellence Awards are based on real performance data and service metrics that reflect dealership productivity, repair velocity, and customer-touchpoint quality. The Marine Innovator of the Year Award honors a manufacturer that consistently demonstrates leadership in technology adoption, operational collaboration, and dealer-support excellence.

For more information about Lightspeed and its award-winning dealership management solutions, visit www.lightspeeddms.com.

To learn more about Lightspeed’s Marine Industry insights and technology, visit www.lightspeeddms.com/industries/marine/

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About Lightspeed

Lightspeed is a leading provider of cloud-based software for dealerships and Original Equipment Manufacturers (“OEMs”), serving the Marine, RV, Trailer, Powersports, and Golf Car industries. Uniquely designed by dealers—for dealers—Lightspeed streamlines operations through ease of use and provides critical information to better serve customers.

Lightspeed’s Dealer Management Solution (DMS) enables dealerships to optimize their end-to-end business operations, including sales, parts, service, rental, accounting, and CRM. From small, independent dealerships to large, multi-store dealer groups—and everyone in between—Lightspeed offers scalable solutions to fit every business.

For over 40 years, Lightspeed has empowered 4,500+ dealers across North America with the tools and technology they need to grow their business and increase profitability by selling more units, service, and parts—all while creating a more streamlined customer experience. For more information, visit www.lightspeeddms.com.