

FOR IMMEDIATE RELEASE

Sara Bay Marina Rebrands as Sara Bay Marine Group and Expands into Tampa Bay Market

Sarasota, FL — Sara Bay Marina is proud to announce its official rebranding to Sara Bay Marine Group, marking a significant milestone in the company's evolution. Along with the new name, the company is expanding its footprint into the Tampa Bay market and has been appointed the exclusive Tampa Bay dealer for World Cat Boats and Jupiter Marine.

The rebrand to Sara Bay Marine Group reflects the company's continued growth beyond just two locations, unifying its operations under one name while maintaining its commitment to premium brands, expert service, and an exceptional customer experience.

The new Tampa Bay location will be led by Mike Dickinson, a seasoned marine industry professional with over a decade of sales and management experience. Dickinson is a USCG Licensed Captain and a Florida Licensed Yacht Broker, bringing deep industry knowledge and leadership back to where he started in the Tampa Bay market.

In addition, Alex Kramer, formerly the General Manager of the Sarasota and Fort Myers locations, has been promoted to Director of Operations for all three Sara Bay Marine Group locations. Kramer's extensive background with two of the largest boat dealers in the nation has uniquely prepared him for this expanded role and increased responsibility. In his new position, Kramer will oversee operations, sales strategy, and continued growth across the organization.

"This rebrand and expansion represent an inspiring new chapter for our company," said Kramer. "With all of the exciting new changes, we are confident in our ability to deliver the same high level of professionalism and customer service that our clients have come to expect."

The new Tampa Bay sales office is located in St Petersburg, FL and is now open and serving customers throughout the region.

Tampa Bay Location:

3433 Tyrone Blvd N

St. Petersburg, FL 33710

 727-677-BOAT (2628)