

ULTIMATE MARINE

FOR RELEASE ON Friday April 3rd, 2026

Ultimate Marine Expands Into the Florida Keys with Key Largo Location

Key Largo, FL — Ultimate Marine, one of Florida's premier boat dealerships and the state's leading Sea Hunt dealer, is proud to announce the opening of its newest location in Key Largo, Florida. This expansion marks a significant milestone for the company as it brings the successful **Sea Hunt SuperStore concept** to the Florida Keys.

With established locations serving Central Florida in Orlando, Tampa, and New Smyrna Beach, Ultimate Marine has built a reputation for delivering premium boat sales, factory-certified service, and a customer experience centered around long-term boating ownership. The new Key Largo facility extends that same trusted approach to one of the most iconic boating destinations in the world.

Located in the heart of the Florida Keys, the Key Largo location will feature **new Sea Hunt boat sales, full-service marine maintenance**, creating a complete boating hub for customers throughout South Florida and the Keys.

The expansion reflects Ultimate Marine's continued commitment to supporting Sea Hunt owners not just during the purchase process, but throughout the entire ownership journey.

"Ultimate Marine is beyond excited for the opportunity with the Sea Hunt partnership in the Florida Keys. Ultimate will bring our level of customer service and customer experience to the Florida Keys in exciting new ways!" said **Joe Labon, Managing Partner of Ultimate Marine**. *"For years we've had VIP customers from South Florida and the Keys purchasing boats through our Orlando, Tampa, and New Smyrna Beach locations. This new location allows us to bring the full Ultimate Marine experience closer to them. From our white-glove sales process to our delivery and ongoing service support, we're proud to now serve Sea Hunt owners right here in the Keys."*

Ultimate Marine has earned recognition as **Florida's #1 Sea Hunt dealer**, representing one of the most respected center console brands in the industry. The new Key Largo location will allow boaters in South Florida to experience the brand's full lineup while also benefiting from Ultimate Marine's factory-trained technicians, service expertise, and ownership support.

By expanding into Key Largo, Ultimate Marine strengthens its position as a statewide marine partner capable of supporting boaters from Central Florida to the Florida Keys.

Additional details about the facility, services, and grand opening events will be announced soon.

For more information about the new location, visit:

www.ultimatemarine.com

Boaters and Sea Hunt enthusiasts are encouraged to stay tuned for upcoming **grand opening announcements and launch events** celebrating Ultimate Marine's arrival in the Florida Keys.