

MarineMax Lake Lanier Adds StarCraft Marine to Its Lineup and Welcomes New Team Member

OLDSMAR, FL (April 20, 2026)— MarineMax Lake Lanier is proud to announce that it is now the local home for StarCraft Pontoon and Deck Boats on Lake Lanier and surrounding lakes. The dealership will carry StarCraft's full range of pontoon and deck boats, giving the local area customers access to more great models from the SmokerCraft Family of boats from MarineMax by adding to their existing Sylvan Pontoons offering, which is another SmokerCraft brand. MarineMax Lake Lanier will now be home to one of the largest selections and inventories of Pontoon boats in the area/state of GA.

Founded more than 120 years ago in 1903, StarCraft Marine has earned a reputation as a leader in high-quality boat construction and industry innovation. The brand's lineup includes something for every boater. All StarCraft boats are backed by the company's Lifetime +6 warranty, a testament to the brand's commitment to durability and customer satisfaction.

Alongside the new brand addition, MarineMax Lake Lanier is equally excited to welcome a familiar face to the dealership. Tabor Reins, formerly co-owner of Advantage Boat Center, has officially joined the MarineMax team. Tabor brings years of specialized StarCraft expertise and a deep-rooted passion for the Lake Lanier boating community, making him an ideal addition as the dealership expands its aluminum boat offerings.

“We are proud to announce that MarineMax Lake Lanier is now your local home for StarCraft Boats,” said Kyle Roney, District President for the Company’s East Lakes stores. “And having Tabor join our team makes this launch even more special. His knowledge of StarCraft products and his relationships within the Lake Lanier community are second to none. Whether you’re shopping for a new boat or need specialized service on your current StarCraft, Tabor, and our entire MarineMax Lake Lanier team are here and ready to help.”

The addition of StarCraft expands MarineMax Lake Lanier's ability to serve a broader range of boaters, from families seeking an affordable pontoon and deck boats to premium pontoon and high-horsepower models from the Sylvan brand. Models now available include StarCraft's pontoon series, including the GX, EX, SLS, and RX lines, as well as deckboat models like the popular SVX and SV series.

Customers are invited to stop by the dealership to welcome Tabor to the team, explore the newest StarCraft inventory, and speak with the dealership's product specialists in person. For more information, visit <https://www.marinemax.com/stores/lake-lanier>.

RESOURCES

Images | <https://marinemax.smugmug.com/Manufacturer-Images/Starcraft-Marine/Starcraft-Pontoon/SX-Series/SX-25-Q-DH/i-D53QVqJ/A>

ABOUT MARINEMAX

As the world's largest recreational boat and yacht retailer, marina operator and superyacht services company, MarineMax (NYSE: HZO) is United by Water®. We have over 120 locations worldwide, including over 70 dealerships and over 65 marina and storage facilities. Our integrated business includes IGY Marinas, which operates luxury marinas in yachting and sport fishing destinations around the world; Fraser Yachts Group and Northrop & Johnson, leading superyacht brokerage and luxury yacht services companies; Cruisers Yachts, one of the world's premier manufacturers of premium sport yachts, motor yachts, and Aviara luxury dayboats; and Intrepid Powerboats, a premier manufacturer of powerboats. To enhance and simplify the customer experience, we provide financing and insurance services as well as leading digital technology products that connect boaters to a network of preferred marinas, dealers, and marine professionals through Boatyard and Boatzon. In addition, we operate MarineMax Vacations in Tortola, British Virgin Islands, which offers our charter vacation guests the luxury boating adventures of a lifetime. Land comprises 29% of the earth's surface. We're focused on the other 71%. Learn more at www.marinemax.com.

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