



MAG BAY YACHTS OPENS NEW SALES CENTER IN JUPITER, FLORIDA

Mag Bay Yacht Sales Office Established at Jupiter Yacht Club,
Setting Stage for Continued Florida and East Coast Growth

JUPITER, Fla. (April 22, 2025) —Mag Bay Yachts today announced the opening of **Mag Bay Yacht Sales**, located at the Jupiter Yacht Club in Jupiter, Florida. Owned by Mike and Barrett Howarth, father-and-son founders of Mag Bay Yachts, this new facility in Jupiter will have an important role in the company’s future growth. It will provide Mag Bay with a fully staffed, brick-and-mortar home from which it can better serve both customers and its dealer network.



“We have a long history of building premium quality boats in Southern California, yet a good portion of our sales are in Florida and along the East Coast,” said Mark Barish, Sales Manager for Mag Bay Yachts. “Jupiter has been an epicenter for our growing presence on the east coast, so this seemed an ideal location for our new Florida headquarters. We view this facility as an extension of our factory, and a place that will give us a tangible East Coast presence that we haven’t had before,” Barish added. This will include the hiring of new staff members to join existing Mag Bay East Coast Representative Capt. Cooper Bisbe in manning the sales center.

According to Barish, this new facility will serve as a showroom where customers from across the region can come to select materials, cockpit layouts, color palettes and other options that help Mag Bay owners feel invested in custom tailoring their boat. “We want to provide customers with a comfortable, warm, and inviting place to begin their journey with Mag Bay. We always take the approach that our customers are part of a family — and our new home base in Florida will help us provide the level of personal attention and customer care to deliver on this promise,” said Barish.

This new facility will also benefit Mag Bay's existing dealer network, by providing a centrally located hub for meetings, sea trials and other important activities to connect customers with Mag Bay. "We have enjoyed strong sales in Florida and across the region. This will allow us to have an even stronger presence in the largest recreational boating market in the country. This is a landmark day for the Mag Bay Yachts family," said Barish.

Mag Bay has been building yacht quality center console and express models since 2015, first in Adelanto, California before moving to its current factory in Hesperia, California. The now iconic brand launched with its 33CC, rapidly gaining acclaim for its bold styling, excellent ride, and old-world craftsmanship. Over the years, Mag Bay has extended its line with the 38CC, 42 Express and 43CC models, each built with the same level of quality and careful attention to every detail. These boats have been equally acclaimed by the boating press, dealers, and boaters across the United States and around the world. Mag Bay's newest model, the 38CC, earned a Best of Show Award from Fox Sports at the 2024 Fort Lauderdale International Boat Show.

The new Mag Bay Yacht Sales facility is located at 400 South US Hwy 1, Suite C4A, Jupiter, FL 33477. Interested parties can speak with the Mag Bay Yacht Sales team at (561) 905-2628 or visit the company's website at www.magbayyachtsales.com.

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