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Northstar Expands into South America with Luxury Marine

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Northstar has appointed Luxury Marine as its official representative in Ecuador, marking the brand's first entry into the South American market and another milestone in its global growth.

The partnership establishes Northstar's first presence on the continent and further expands the company's international dealer network.

Launching Operations in Ecuador

Luxury Marine is recognized in Ecuador for representing premium international boat brands, luxury sea toys, and marine equipment, serving customers across the recreational boating and yachting market.

Through the agreement, Luxury Marine will offer a broad range of Northstar models, including cruising RIBs, fishing platforms, yacht tenders, and high-performance chase boats. The first boats for the Ecuadorian market are expected to arrive shortly.

Continuing Global Momentum

The appointment comes at a time when much of the marine industry continues to face a cautious global market environment. Despite this, Northstar continues to strengthen its international presence through steady dealer expansion and growing demand across multiple regions.

Less than a year after establishing its U.S. subsidiary, Northstar continues to expand its international dealer network across key boating regions worldwide.

“South America has long been a region of interest for us,” said Cengiz Arsay, President of Northstar. “We are very pleased to begin this new chapter together with Luxury Marine. Ecuador represents an important first step for Northstar in the region, and we look forward to building a strong presence across South America.”



About Northstar

Founded in 2002, Northstar is a manufacturer of recreational and professional RIBs with a broad product range spanning lightweight tenders, cruising models, water sports & fishing RIBs, and high-performance boats. The company operates multiple production facilities with in-house design and engineering capabilities and collaborates with renowned naval architect Adam Younger on advanced stepped hull designs featured across key models in the range.

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