



The Power of Innovation

Press

Scout Boats, Inc. Takes Recession Head On: Drastically Reduces Inventory Levels; Debuts 10 New Models for 2010

FOR IMMEDIATE RELEASE

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SUMMERTON, SC – Scout Boats, Inc. has taken necessary steps during 2009 to help its dealer network reduce their inventories in an effort to help spawn sales for 2010. Aggressive sales incentives and a proprietary DealerLinked Inventory program have helped the company reach their lowest inventory level in 15 years.

“Other companies are still trying to stop the bleeding while we’ve been mending the wounds,” said Scout Boats National / International Sales Manager Alan Lang. “Because we’re a debtfree independent company, we’ve been able to take the necessary steps to ensure we not only weather this unprecedented recession and help our dealers through these hard times, but to perfectly position ourselves to prosper in 2010. On top of this, our R&D team led by company owner/CEO Steve Potts and his son Stevie Potts have added ten new models to our line up for 2010.”

Scout’s nine new models for 2010 were debuted at their annual dealer meeting. Their 10 th new model introduction will be the unveiling of their flagship center console Sportfish at the 2010 Miami Int’l Boat Show: the 345XSF.

Scout has also been aggressively pursuing new dealer prospects to keep their list of reputable dealers growing.

Scout builds sportfishing, fish ‘n ski, walk around, flats and bay boat models ranging from 15’ to 35’. Since it’s founding nearly two decades ago, Scout Boat’s goal has been to manufacture the bestbuilt boats in its distinctive sportfishing niches. Each Scout hull is a true original, as the inhouse research and design team works closely with engineering to take concepts from blueprint to production more efficiently, growing the company’s worldclass reputation for quality, strength, durability and value.

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