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FOR IMMEDIATE RELEASE

Maverick Boat Group on Course for Major Expansion

Fort Pierce boatbuilder to double production capacity, add 150 new jobs

Fort Pierce, Florida, May 5, 2021 - Boatbuilder Maverick Boat Group has announced Phase 2 of an expansion that will boost the company's manufacturing space by 106,000 square feet and add 150 new jobs to the Treasure Coast economy.

The company previously underwent a major expansion in 2018 on a new site at St. Lucie Boulevard in Fort Pierce with Phase One, also 106,000 square feet of additional manufacturing space.

The latest expansion, expected to be completed by January 2022, will increase production in the newer of MBG's two production facilities by over 30% to more than 16 boats per week. Maverick is currently hiring for the 150 new positions that will be needed for the expansion and increased production.

Maverick was acquired by Tennessee-based Malibu Boats (MBUU) in December 2020. Malibu also is the parent company of Fort Pierce-based Pursuit Boats.

Maverick Boat Group has been building four distinct and iconic product lines for more than three decades:

- Maverick and Hewes, the original flats-fishing skiffs.
- Cobia center-console premium family sport-fishing vessels ranging from 20 to 35 feet in length.
- Pathfinder bay boats, which make up more than one-third of today's production capacity

The company has consistently been a leader in product innovation, market development and championing marine conservation and advocacy.

Over the years, Maverick has given millions in funding and support to various conservation organizations including the Coastal Conservation Association, the Everglades Foundation, Center for Sportfishing Policy and the Theodore Roosevelt Conservation partnership.

Maverick Boat Group currently employs 450 people, 400 of whom are actively involved in manufacturing. The company now produces close to 1500 boats a year, which will increase to over 2000 once the Phase 2 expansion is complete.

“Demand is unprecedented, or at least the most in the last decade,” said Maverick Boat Group’s Marketing Director Charlie Johnson.

“Most of the demand we’ve seen is as a result of COVID,” Johnson said. “People decided that boating is an excellent way to socially distance. People are not spending on other discretionary items like big trips or second homes. A lot of new boaters have come into the marketplace and have experienced the joys of boating. Our hope is that a lot of them are retained as boaters.”

Johnson added that Maverick Boat Group has benefitted from having many boatbuilders close by in terms of having a trained workforce.

In efforts to continue building the marine talent pipeline in the community, St. Lucie County Public Schools began offering a Marine Outboard Service Technology Program at St. Lucie West Centennial High School in 2019. Additionally, Indian River State College offers a short-term Marine Training Program.

“Maverick Boat Group’s iconic brands are indeed legendary. A global industry leader and manufacturer of superior fishing and pleasure boats, MBG’s expansion is further testament that the “Blue Economy” continues its robust and vibrant growth here on the Treasure Coast” said Pete Tesch, President, Economic Development Council of St. Lucie County.

Production of Maverick flats-fishing boats dates back to the early 1980s. In 1984, Scott Deal established Maverick Boats, which grew to become one of the largest boatbuilders in the area. Deal was the company’s CEO until Malibu Boats bought the company in late 2020.

Maverick has been able to maintain production throughout the coronavirus pandemic, despite production slowing in spring 2020. The company is now back to full-bore production, Johnson said.

“This is an exciting time for Maverick Boat Group and the St. Lucie County community. We are focused on quickly expanding our production facility through capital investments as well as adding new positions in order to meet the increased demand for our product” said Cory Dugger, President.

Maverick Boat Group is currently hiring for various positions and provides paid on-the-job training. All positions are fulltime and include competitive salary, benefits, paid time off, vacations, overtime, retirement plan and bonuses.

For personnel information, contact Angie Brandt at ABrandt@maverickboatgroup.com.