



255 Diesel Road › St. Augustine, FL USA 32084
904.829.0500 › FAX: 904.827.2156
Sales Inquiry Hotline: 800.882.4343
Customer Service Hotline: 800.248.2980
www.luhrs.com › sales@luhrs.com

For Immediate Release

Contact: David Taylor, Director of Sales & Marketing
Luhrs Corporation
Phone: (904) 829-0500
taylor@luhrs.com

Luhrs Corporation, Acclaimed American Sportfish Producer, Appoints Shady Oaks Yacht Sales As Its Dealer for the Chesapeake Bay Region.

St. Augustine, FL (April 18, 2005) – Shady Oaks Yacht Sales of West River, MD, has been appointed an authorized Luhrs Corporation dealer, it was announced here by Luhrs Corporation Director of Sales & Marketing David Taylor. The highly respected yacht sales and service organization will carry the St. Augustine, FL, manufacturer's entire line of sportfishermen. Established in 1981 by Tom Frank, the dealership is notable for its experienced, informed, and congenial sales staff, in addition to the competence of its maintenance personnel.

“Luhrs Corporation maintains the highest selection standards governing the appointment of new dealers,” Taylor remarked. “Each prospective dealership is carefully evaluated for its solvency, growth, sales history, and its ability to support the purchase needs and servicing requirements of the Luhrs’ customer, who tends to be knowledgeable and discriminating when it comes to sportfish. We also look at the prospect’s present product lines to make sure they are compatible, but not competitive, with our models.”

Shady Oaks’ principal West River facility boasts the Bay’s only remaining covered dock – an evocation of a gracious time in American yachting. The sales offices are situated inside an historic residence. Shady Oaks’ charm contributes to its customers’ pleasurable experience. But it is the incomparable ability of its marine service technicians that has earned Shady Oaks its reputation among Bay boaters. In addition to the West River facility, the organization has a satellite location in North East, MD. It has a fully equipped marine service center and will carry select Luhrs’ models in inventory. John Martini, General Manager, oversees both operations.

“Shady Oaks has a 24-year history with Luhrs Corporation’s divisional partner, Silverton,” Frank observed. “Last year, we were recognized as Silverton’s top dealer – an honor we have enjoyed several times before. We are pleased now to be representing one of America’s foremost offshore sportfishing brands. Luhrs’ models are ideal for the manufacturing mix that defines our dealership – and a perfect match for our regional boating community.”

Luhrs, a subsidiary of Luhrs Marine Group, manufactures high-value fishing boats from 28 to 44 feet in Open, Hardtop, and Convertible configurations. Luhrs boats are produced in St. Augustine, FL, at a 300,000-sq ft manufacturing facility. The company builds some of the finest competitive-level fishing boats in the world.