MarineMax Launches New Website – Visitors invited to explore, Heavy focus on product information, videos and social media.

MarineMax is inviting visitors to explore its new website. The new site has been designed to provide the ultimate friendly experience with improved navigation and functionality throughout.

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MarineMax, Inc., the nation’s largest recreational boat retailer, announced today the unveiling of its new website, MarineMax.com. The new MarineMax website offers a contemporary look and streamlined experience. It features enhanced resources and functionality designed exclusively for the boating lifestyle and customer needs.

The website is a rich resource for first time as well as seasoned boaters as it offers a new design, new lifestyle focus and new features, all with the same great MarineMax service. Whether visitors are looking to purchase the boat of their dreams, charter a vacation, find the perfect boating gear or financing a boat, the new MarineMax.com is the one stop for all boating needs.

MarineMax President and CEO, Bill McGill says, “MarineMax.com is one of the most important tools in selecting the right lifestyle and boat for you and your family. It gives visitors the opportunity to not only see our vast inventory, but to begin planning their future on the water.”
vast inventory, but to begin planning their future on the water. If there's one thing that brings friends and family together like the dinner table, it's a boat. It's where you can disconnect from the day-to-day and reconnect with your loved ones. Whether it's the perfect day with the family or a cocktail cruise with friends, there's no place you’d rather be than on your boat.”

The newly created “Lifestyle” section affords visitors the ability to engage in a boating lifestyle, and make an informed decision if that lifestyle meets their needs. Whether visitors are interested in Fishing, Leisure Boating, Watersports or Yachting, MarineMax.com is designed to enhance the experience.

An expanded “Events” section offers a variety of events and activities to connect boaters with other boaters and educate them to ensure they get the most out of their boating experience. Exclusive to MarineMax customers, the Getaways!® are often planned on a store-by-store basis, which means each excursion is crafted specifically for your region and waters. From day-trips to local boating hotspots to weekends in the Bahamas, Getaways! can’t be beat.

The addition of the, “Find A Boat” section highlights the world's most premium boat and yacht brands including Sea Ray, Azimut, Boston Whaler, Bayliner, Hatteras and more. MarineMax is proud to represent world-class brands to suit your boating lifestyle.

As a kickoff to the new site, visitors are encouraged to enter the "MarineMax Our Story Giveaway". After watching four short lifestyle videos on Fishing, Leisure Boating, Watersports and Yachting, they can enter to win one of four themed boating adventures.*

MarineMax.com was developed in partnership with Dominion Marine Media and Digitaria. Both companies are innovators in their fields of expertise and will continue to work with MarineMax on the next phases of the website.

About MarineMax

Headquartered in Clearwater, Florida, MarineMax is the nation's largest recreational boat and yacht retailer. Focused on premium brands, such as Sea Ray, Boston Whaler, Meridian, Cabo, Hatteras, Azimut Yachts, Grady-White, Bayliner, Harris FloteBote, Crest, Scout, Mako, Sailfish, Sea Hunt, Nautique and Malibu. MarineMax sells new and used recreational boats and related marine products and provides yacht brokerage and charter services. MarineMax currently has 55 retail locations in Alabama, Arizona, California, Connecticut, Florida, Georgia, Maryland, Massachusetts, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Rhode Island, Tennessee, and Texas and operates MarineMax Vacations in Tortola, British Virgin Islands. MarineMax is a New York Stock Exchange-listed company. For more information, please visit http://www.marinemax.com.