

Zodiac reports largest dealer in the world located in the USA

Zodiac Marine USA

October 4, 2013

Summerville, SC – Z Marine North America, LLC, formerly Zodiac Recreational of North America, LLC, is proud to announce that for the first time in the company's history, the largest Zodiac dealer in the world can be found in the USA. Defender Industries, located in Waterford, Connecticut, has achieved this lofty status by recording the highest sales volume of all 1600 Zodiac dealers worldwide for Zodiac's 2013 annual season.

Defender Industries' performance and continued growth parallels the overall success Zodiac has experienced in North America in recent years. "Overall, annual sales in North America have been consistently rising, as we have seen a 20% increase within the last two years. This is in-line with Defender's performance, who have seen an 18% increase in overall sales from 2012," stated Gary Durnan, Vice President of Zodiac Recreational Sales.

"The future in North America is very promising as we are seeing an increase in boaters choosing RIBs as primary vessels. Recreational boaters and first responders alike recognize the improved handling of a RIB in rough water, the overall stability of an inflatable for boarding, the forgiveness of the tubes and the environmental advantages such as a better fuel economy and reduced load weight while towing" added Durnan.

Of all the RIBs Zodiac sells in North America, nearly 90% of them are built at their North American manufacturing facility in Summerville, SC. The Summerville facility also supplies the Yachtline and Bayrunner Series' for the entire Zodiac global operation. "Having the majority of our product being USA built is a huge advantage from both a sales and operational standpoint," stated Zodiac Director of Operations Mike Mitchell. "The Yachtline and Bayrunner Series' are cornerstones of the Zodiac product line, solidifying the North American business as an integral part of the overall Zodiac global operation" said Mitchell.

Z Marine North America, LLC – a subsidiary of Zodiac ZMP, the world's largest manufacturer of RIBs, inflatable boats, life rafts and safety equipment, and the world's oldest and most recognized manufacturer of inflatable boats – is an NMMA certified marine manufacturer of RIBs and inflatable boats with an extensive production, distribution and customer service operation throughout North America for recreational, professional purposes

Connecticut Business Named World's Largest Zodiac Dealer

October 05, 2013|Stephan K. Lance, Defender Industries, Inc., Waterford

Zodiac, the global leader in design & manufacturing of inflatable boats, today recognized Defender Industries of Waterford, as its top-selling dealer worldwide. This is the first time in Zodiac's over 100-year history that an American dealer has earned the top spot amongst their 1,600 dealers internationally.

Defender's President, Stephan Lance, stated that "Defender's staff is ecstatic about achieving this honor. There are more manufacturers & dealers competing in the inflatable boat market than ever. Defender was one of the first to offer inflatables in the US nearly 50 years ago. In the last 25 years, we have made this product category the flagship of our outfitting service. We are thrilled to have Zodiac's success in delivering innovative product design & functionality combine with the value & expertise Defender is known for to make this achievement possible."

Lance attributes Defender's success to many things, starting with investing heavily in inventory to have a broad range of multiple brands & models on hand for immediate delivery. "In contrast to many marine equipment suppliers who offer only a limited selection" Lance said, "Defender has over 2,000 boats & motors in stock year-round to accommodate the preferences and needs of our diverse customers, who include not only recreational boaters but also recreational fishing, tubing and dive users, various commercial, marina and yacht club users, film crews and competitive teams. Defender also provides boats and motors to a long list of First Responder and Military Agencies, including the NYPD, Army, Navy, U.S. Department of State, hundreds of Fire Departments across the country, and to international emergency response Teams, such as a recent order for 40 boats for the Philippine Coast Guard."

In addition, Defender stocks seven lines of outboard motors including Evinrude, Honda, Mercury, Tohatsu, Yamaha, LEHR propane powered motors and Torqeedo electric powered motors. Defender has the most comprehensive inventory of replacement parts and unique accessories for inflatable boats, some designed by and built specifically for Defender & available nowhere else.

"We also support the full breadth of inventory with a top notch sales and highest-level technical team," Lance added. "Being trained in sales and service as an authorized dealer is only the beginning for Defender's staff, which is made up of boaters with many years of on-water experience to help our customers make an informed decision about the boat and motor package that best fits their needs."

Defender moved from New Rochelle, NY to Waterford in 1996, where its business continues to grow, now delivering over 3,000 boats and motors annually from 6 through 28 feet.

Founded in 1938, Defender Industries is a family-owned marine outfitter & supplier of quality brand name boating equipment, supplies, accessories, apparel, inflatable boats & outboard motors for serious boaters worldwide via catalog, the internet at <http://www.defender.com> & throughout the Northeastern U.S. at the Defender Warehouse Outlet Store located at their headquarters in Waterford.