



# SAUNDERS YACHTWORKS

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## **Saunders Adds Yamaha Outboard Sales and Service**

### *Company Named Yamaha Marine Group Authorized Dealer and Service Center*

**Gulf Shores, Ala.** – Saunders Yachtworks has officially entered the outboard sales and service business following an agreement signed recently with Yamaha Marine Group. Saunders is now authorized to provide sales, service, repower and warranty support to Yamaha Outboard customers along the Gulf Coast.

According to Saunders CEO John Fitzgerald, the number of outboard-powered boats along the Gulf Coast has continued to increase and so have sales and service opportunities.

“We have the in-house capabilities to provide paint, fiberglass, systems and electronics assistance for these customers,” Fitzgerald said. “By adding an outboard dealership, especially one with Yamaha’s quality and reputation, we are able to offer the full range of service and repower support for these vessels.”

The new Yamaha dealership will operate out of Saunders Marine Center in Orange Beach, one of the company’s two yacht service facilities and an ideal location to service vessels up to 50 feet.

“Our 60-ton Travelift onsite provides a great alternative for customers to transport their boats into the yard for maintenance services,” Fitzgerald said.

Short-term plans for the dealership include increasing staff to include Yamaha certified technicians and onsite management for repower engineering support. The company will also expand the ship’s store in Orange Beach to include a Yamaha engine showroom and parts inventory, as well as convert a portion of its inside space into a fully tooled outboard service shop.

The Saunders family has been in the marine service business in coastal Alabama since 1959. With skilled technicians and craftsmen in all areas, Saunders manages projects ranging from routine maintenance to major refits and repowers. The company operates a full-service yacht yard in Gulf Shores that accommodates vessels up to 130 feet with a 165-ton lift. This facility also provides long-term dry storage for vessels up to 50 feet. Saunders Marine Center, located in Orange Beach, offers 60-ton lift capacity with full-service and do-it-yourself options, as well as a ship’s store featuring a wide variety of boating products. For more information, please visit [www.saundersyacht.com](http://www.saundersyacht.com).

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