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Scout Sets Another Record at 2022 Miami International Boat Show

Summerville, SC – Scout Boats, Inc. enjoyed a record setting 2022 Miami International Boat Show (MIBS) with an approximate 13% increase in total retail sales over the previous show. This adds yet again to the record breaking retail sales Scout has had at this event for the past seven shows. The company had 11 of its models on display during the five-day event with ten boats inside the convention center, and their flagship 530 LXF in water at Sea Isle Marina in the Mercury display.

Scout also unveiled a brand new 400 LXF luxury center console model to the public and media during the show. This marks the seventh new model introduction for Scout in the past 24 months. The 400 LXF was the top selling model at MIBS for Scout.

"We're incredibly pleased with the success we encountered during the show," said Director of Sales & Marketing Alan Lang. "We have continued to set new retail sales records each year at MIBS since 2015. In 2020, we had 16 models on display and had a banner year at that time. This year we - like everyone in the industry - are continually battling supply chain hurdles, but to showcase less than half of our full product lineup on display and yet still achieve our best MIBS ever, it truly speaks to our brand, our team and our continued push for innovations."

Since 2015, Scout's combined total retail sales growth during MIBS is over 200%.

Scout also recently participated in a dealer-sponsored Factory Sales Event at their headquarters in Summerville, SC, just 10 days prior to MIBS. Twelve models were sold. Scout plans to host more Factory Sales Events due to customers enjoying seeing the Scout facility and models on display, taking part in plant tours, as well as access to onsite vendor partners, catered food and music.

"Attendance in our booth during Miami was steady with a lot of qualified prospects as well as current customers interested in upgrading to larger models," added Lang. "Our in-water 530 LXF also received a lot of attention at Sea Isle."

Scout builds luxury sportfishing center console, crossover, dual console and inshore/bay boat models ranging from 17' to 53'. Since its founding over three decades ago, the company's goal has been to manufacture the best-built boats in its distinctive sportfishing niches. Each Scout hull is a true original, as the in-house research and design team works closely with engineering to take concepts from blueprint to production more efficiently, growing the company's world-class reputation for quality, strength, durability and value.

For more information on Scout, visit www.scoutboats.com; or contact Mark Jerkins at Tinsley Creative, email: mark@tinsleycreative.com; phone: 863.583.0081.