

ATLANTIC MARINE NEWS

FALL NEWSLETTER 2023

A NOTE FROM DAVID AND WILL

Wow! After a pandemic-fueled couple of years in the boating business, we both thought things would calm down for the summer of 2023, but was quite the opposite around Atlantic Marine.



Our customers continued to enjoy their boats, our service center saw record activity, our new warehouses were nearly full over the winter after doubling their capacity, and our sales team was ranked number one in the world by Grady-White Boats.

Enjoy this update on happenings around the marina and dealership. Fall can provide some of the best days on the water, so we hope to see you around the marina soon!

-David & Will Floyd

FALL MARINA SCHEDULE

With shorter days, we've adjusted to our fall dock house schedule. **The marina will be open 8:00am until 5:00pm, Monday through Thursday. We will remain open 8:00am until 6:00pm on Friday, Saturday, and Sunday.** On November 1st, we will move to 8am until 5pm, seven days a week. Remember to schedule your launch 30 minutes before closing on SpeedyDock for overnight service.

DEALERSHIP ACCOLADES

- Yamaha has recognized Atlantic Marine's Service Center as a **Service Pro Elite Plus Dealer**. We are one of seven dealers among the 2,000 Yamaha dealers to hold this status.
- **Gold Anchor Service Award** from Grady-White Boats, signifying that Atlantic Marine has provided the highest level of customer satisfaction of all Grady-White Boats dealers worldwide. This is our fifth year earning this award.
- **Gold Anchor Sales Award** from Grady-White Boats, signifying that Atlantic Marine is number one in sales dollar volume among all Grady-White Boats dealers worldwide.



COOLER TEMPS ARE COMING AND SWEATSHIRTS ARE HERE

Hoodies, sweatshirts, and long sleeve t-shirts featuring new designs for 2023 are in-stock at our showroom location! Stock up before they're gone for the season.



NC HOLIDAY FLOTILLA 2023

Once again, Atlantic Marine is the proud sponsor of the North Carolina Holiday Flotilla! On the night of the parade, Saturday, November 25th, we will host the sponsors' party again at the end of Keel Street. Atlantic Marine will be the official judges' station, so we'll have some of the best seats for the lighted boat parade!



The parade kicks off near the draw bridge at 6:00pm and follows Motts Channel and Banks Channel to the US Coast Guard Station. Plan to be on the island no later than 5:00pm. Our customers are invited to use our parking lot.

We'll have a special place fenced off for Atlantic Marine dry storage customers to watch the parade. We will have tables, chairs, and food trucks. You're invited to bring your own chairs and cooler, and watch the parade right from our bulkhead. We'll have extra restroom facilities and our dock house will be open as well.

As with each Flotilla, dock space for this event is very limited, so consider joining us ashore and skip the chaos of launching your boat.

IRONMAN TRIATHLON

Wrightsville Beach is hosting the Ironman 70.3 race on October 21st, 2023. This will affect access to the marina until approximately 11:00am.

FALL SERVICE FOR YOUR BOAT

There is no better time than fall to start planning for extended storage. Winterizing your boat is not only about preparing for colder temperatures, but assuring your boat is in its best condition for the upcoming year. Along with winterization, we will make sure your boat's systems and safety gear are up to standard. Winter months allow time for our team to offer quotes on any updates as well. This includes electronics, canvas, detailing, fiberglass, or repowers. It remains our goal to always deliver the ultimate family boating experience.

Book your fall service online at atlanticmarine.com/service or by calling us at (910) 256-9911 ext 2.

NORRIS FLOYD RETIRES



Norris Floyd has retired after 38 years of service with Atlantic Marine. Norris came to work with Atlantic Marine under Gene Floyd, David's father and Norris's uncle, and has remained a loyal and critical asset to our service team. Our crew will miss the constant ribbing and laughter Norris brought to work, but we look forward to catching him on the drums performing with his local band, The Motos. Cheers, Norris!

IN-HOUSE MARINE INSURANCE AGENCY GROWING

In our spring newsletter, we introduced you to our in-house marine insurance agency. Our business manager, Jordan Davis, carries our license and has grown this division of the company to insure 91% of all boat sales.

We are now excited to make our insurance services available to our entire customer base. Our insureds experience the same level of customer service you've come to expect at Atlantic Marine. While none of us wants to see the need to file a claim, when a loss occurs, we handle getting the claim filed correctly and getting the repair work completed quickly to get you back on the water.

Occasionally proof of insurance is required, as with storage customers and those who participate in our Cape Fear Grady Club. We handle these requests internally for you.

To see if your insurance policy provides adequate coverage at a fair premium visit



atlanticmarine.com/insurance or call Jordan directly at (910) 520-0128.

HOW CAN WE IMPROVE YOUR EXPERIENCE?

Your customer experience is hugely important to us and we welcome your input. E-mail us at dockhouse@atlanticmarine.com with your suggestions, criticism, or compliments. Our team values your opinion.

KEY THINGS TO REMEMBER AFTER USING YOUR BOAT

When you've returned to the dock in your boat, please remember to:

- Turn off battery switch
- Store antennas down
- Store cushions and loose items
- Place covers where they need to be installed
- **Let us know how we can help**

A NOTE FROM JOHN

It's hard to believe it's already October. Another awesome summer in the books. We still have plenty of great boating weather ahead. Come see us! **If my staff or I can do anything to improve your experience, I hope you'll reach out to me. If you are having trouble using the app, please stop by and see me; I'm more than happy to walk you through setting it up.** I look forward to seeing you on the water!



John Mobley
Marina Manager
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SPEEDYDOCK AND YOUR CREDIT CARD ON FILE

It's been our pleasure to offer you services in addition to launching your boat, right through our SpeedyDock app. You're able to purchase fuel and ice, and we can have those items ready upon your arrival.

In November, we're migrating to a new credit card system, offering even more security. Once online, we'll be contacting you for updated credit card information. Your old card will not carry over, so, in order to provide seamless service, we'll need to get that information. You can expect our call in November for this information.