

# Great Lakes Scuttlebutt

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# 35 Years of Stingray



The Stingray group proudly poses with their product.

## Employee loyalty reflects on Stingray's success and growth

**S**TINGRAY Boats is completing its 35th model year. The company began in 1979 with little more than two molds, a few skilled craftsmen, and a man with a passion to build great boats. That passion continues today and endures throughout the STINGRAY facility. Employee loyalty contributes to its success, with many of the employees having worked for the company more than 25 years, some who are even 30-year and 35-year employees. One example of loyalty is Renata Williamson, who builds bucket seats for the company in its upholstery department. Earlier this year,



Renata Williamson

Renata was given a cash bonus for perfect attendance for 2014, an achievement shared with many other STINGRAY employees. The remarkable part is that it marked the 17th year in a row that Renata received this recognition. STINGRAY is lucky to have Renata, along with many other loyal employees who work hard everyday to build boats that owners enjoy in their free time. When it comes down to it, that's what it's all about at STINGRAY... building great boats that families and friends use to enjoy their free time, making lifelong memories.

The STINGRAY line has experienced solid growth in the Great Lakes area for both outboards and sterndrives, partly due to an increase in its dealer base, but also due to changes and upgrades to the

model line over the last few years. Have you looked at STINGRAY lately? If not, you will find both exterior and interior changes. New style lines that, when looked at from a certain angle, resemble that of a stingray carving through the water. Inside, more neutral tones can be found, something that was requested by STINGRAY customers themselves. Another growth contribution change is the addition of deck boats to the line. The company slowly made its way back into the deck boat category with the introduction of its popular Sport Deck models, these models being a cross between a traditional sport boat and a deck boat. Moving forward, they relied on the new trends and their former deck boat experience to create new designs

that would appeal to today's deck boater... and they did so very well. The 212SC Deck Boat was introduced first and was immediately popular, so soon followed the 192SC, which has been popping up at boat shows all over to make its debut in each market; this sporty deck boat has been a customer favorite this season.

In addition to loyal employees and ongoing changes, STINGRAY continues to push the envelope. As part of the ABA buying group, you will find the same quality items on a STINGRAY that are found on other boats such as Chaparral, Cobalt, and Nautique, to name a few. What sets STINGRAY apart is the company's pursuit to build the best performing boats by continuing to take their passion and craftsmanship to the next level and to do so efficiently in order to provide competitive prices to its customers. With a little research, you

will find that STINGRAY boats, with their proven Z-plane hull, commonly outperform their competitors with like power. Even better...you can outfit your STINGRAY with a smaller power package to achieve similar results as other boats with more power. This is where STINGRAY excels. All of this translates to less cost up front and less cost at the fuel pump. Not to worry though; for the performance buffs out there, these boats perform! If you haven't looked at STINGRAY lately, now is a great time to find a dealer and take a test ride. You won't be disappointed. STINGRAY has created a lot of happy boaters over the past 35 years. STINGRAY uses the same materials as other builders, but they provide their customers a great value by building quality, craftsmanship, performance, and efficiency into every STINGRAY model. It's the STINGRAY way...tried and true.

STINGRAY

## BOAT DEALERS

### USA DEALERS

**Anderson Boat Sales**  
6477 Highland Road  
Waterford, MI  
(248) 666-9922  
andersonboatsales.com

**Buckeye Sports Center**  
4610 State Road  
Peninsula, OH  
(330) 929-3366  
buckeyesportscenter.com

**Besa's Marine**  
512 E. North Frontage Road  
Bolingbrook, IL  
(630) 739-2272  
basasmarine.com

**Duchow's Boats**  
400 Sussex Street  
Pewaukee, WI  
(262) 695-2800  
duchowsboats.com

**Gamble Distributors**  
37231 NYS Route 3  
Carthage, NY  
(315) 493-2270  
gamblespartsonline.com

**Grand Bay Marine**  
291 N. U.S. 31 S.  
Traverse City, MI  
(231) 943-0333  
grandbaymarine.com

**R C Congel Boats Auto & Boat Sales**  
8575 Brewerton Road  
Cicero, NY  
(315) 699-2144  
rccongel.com

**Silver Lake Marine**  
4213 W. Lake Road  
Silver Springs, NY  
(585) 237-5185  
silverlakemarine.com

### CANADA DEALERS

**Bala Cove Marina**  
1021 Gordon Street  
Bala, Ontario  
(705) 762-1553  
balacovemarina.com

**Georgian Bay Yamaha Leisure & Marine**  
720 Balm Beach Road  
Midland, Ontario  
(705) 527-7700  
gbayamaha.com

**Haliburton Outdoor**  
4355 Kennis Lake Rd.  
Haliburton, Ontario  
(705) 754-9262  
haliburtonoutdoorequip-ment.ca

**Jacques Poirier Et Fils Ltee**  
Equipements Poirier Et Fils  
173, Rue Georges  
Gatineau, Quebec  
(819) 986-8794  
poiriermarine.com

**Leisure Marine**  
5781 Highway 7  
Woodbridge, Ontario  
(905) 851-3903  
leisuremarine.com

**Mobile Marine Services**  
261 Hunter Road  
Grimsby, Ontario  
(905) 730-4722  
stingrayboats.com/13m4e8

**North Country Marine**  
4201 Perth Road  
Kingston, Ontario  
(613) 353-1577  
northcountrymarine.net

**Pirate Cove Marina**  
4304 Rideau River Road  
Kemptville, Ontario  
(613) 258-2325  
piratecovemarina.com

**Rosseau Road Powersports & Marine**  
25 Blackstone & Crane  
Lake Rd.  
Seguin, Ontario  
(705) 378-5217  
rosseauroad.ca

**Sturgeon Woods Marine**  
1129 Mersea Road C,  
RR#1 Point Pelee  
Leamington, Ontario  
(519) 322-3790  
sturgeonwoods.com