



Vanderbilt

LIVE DISTINCTIVELY™



Dear Independent Dealer,

Thank you for considering Vanderbilt Luxury Pontoons as a future business partner. Looking closely at this introduction, you will find superior profit opportunities with our captivating blend of premium pontoons, business and marketing support, and our commitment to grow as a leading luxury brand.

As the lineage of the name implies, Vanderbilt elevates the pontoon category with an advanced era of luxurious appointments and an ultra-smooth on-water ride. Since its inception, Vanderbilt has earned its best-in-class reputation with reimagined amenities, exhilarating performance, and exceptional fit and finish.

Manufactured in Fort Wayne, Indiana, the epicenter of the pontoon industry, Vanderbilt Luxury Pontoons is affiliated with the Marathon Boat Group which has a rich marine history that spans over 80 years. The Marathon portfolio includes widely respected brands such as Grumman canoes and DuraNautic aluminum boats, both synonymous with unmatched quality. Grumman Aerospace founded Marathon in 1944 by applying the company's unique ability to unite elegant, complex aluminum curves designed for fuselages and wings to create the aluminum canoe industry.

Culture matters at Vanderbilt, this permeates the organization and our approach. Building on Marathon's long tradition of fostering a workforce that is culturally aligned and enthusiastic about their products, Vanderbilt aligns a team of proactive veterans, skilled craftsmen, and progressive manufacturing processes to create an advanced approach to building pontoons. This extends to the dealer partnership we seek to build. The result is an offering designed to be cherished for generations, providing hassle-free ownership for owners and a competitive sales advantage for our dealers.

My Commitment to You: Vanderbilt is dedicated to providing a superior product that outpaces the market regarding aesthetics, performance, ride, and quality. Our partnership approach provides the marketing, pricing, and business acumen needed to give you a competitive edge in the pontoon category. We invite you to explore becoming a valued member of the Vanderbilt family.

Live Distinctively,

Andrew Brickman

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BRAND HIGHLIGHTS

AT VANDERBILT LUXURY PONTOONS, EXCELLENCE AND SOPHISTICATION ARE NOT JUST ASPIRATIONS—THEY ARE OUR PROMISE. DESIGNED FOR THOSE WHO SETTLE FOR NOTHING BUT THE BEST, OUR PONTOONS SEAMLESSLY MERGE BREATHTAKING DESIGN WITH STATE-OF-THE-ART INNOVATION. EMBRACE OUR “LIVE DISTINCTIVELY” ETHOS AND DISCOVER A WORLD WHERE LUXURY IS REIMAGINED. FROM EXQUISITE APPOINTMENTS TO BESPOKE, CONCIERGE-LEVEL SERVICE, VANDERBILT ENSURES THAT EVERY DETAIL SETS YOU APART.

CONVENIENCE & COMFORT

Designed to transform every outing into an effortless blend of elegance and comfort, Vanderbilt Luxury Pontoon ensures that every detail is meticulously crafted for enjoyment. Our intuitive navigation system and plush, ergonomically designed seating are tailored to offer unparalleled comfort and maximum relaxation. With a spacious deck layout perfect for entertaining, a premium sound system, and ambient lighting, every journey becomes a celebration of luxury. Indulge in peace of mind with advanced safety features and reliable performance, and embrace each voyage as an opportunity to unwind, connect, and savor the moment.

SOPHISTICATED STYLE

Boasting a striking silhouette that commands attention and is complemented by premium finishes, every element reflects an unwavering commitment to quality. Vanderbilt Luxury Pontoon are crafted for those who appreciate the finer things in life, seamlessly blending bold design with timeless elegance. Whether cruising in style or entertaining guests and friends, our pontoons provide an exceptional experience for those who live life with sophistication and taste.

PREMIUM CONSTRUCTION

Our luxury pontoons are designed to provide a lifetime of satisfaction and make every moment on the water extraordinary. Our expertly engineered chassis ensures a smooth, stable ride, even in the most challenging conditions. With conscientious craftsmanship, premium materials, and robust construction, we adhere to the highest standards, ensuring that your customer's investment is as reliable as it is luxurious.

THRILLING PERFORMANCE

Every Vanderbilt is thoughtfully engineered to deliver exceptional performance, empowering you to navigate the water with confidence and style. Our innovative hull design features an extended transom and open swim deck, guaranteeing a smooth, comfortable, and exhilarating voyage every time.

INNOVATIVE TECHNOLOGY

Step into the future of luxury boating with our state-of-the-art pontoon, where next-generation technology meets sheer elegance. For those who embrace innovation, our pontoons offer a seamless blend of advanced tech and sophisticated style. From intuitive touch-screen controls to integrated smart systems, every aspect of your boating experience is enhanced for ease, safety, and enjoyment. Navigate with precision using GPS-guided systems and real-time NMEA 2K-driven data displays that keep you informed and in control. Engineered with forward-thinking design and built to anticipate your every need, our luxury pontoon offers a truly distinctive boating experience. Seize a new era of boating where technology and elegance converge, creating an experience that is uniquely yours.

LASTING LEGACY

Every Vanderbilt pontoon is a beacon of excellence crafted to stand the test of time. Our pontoons blend superior craftsmanship, impeccable attention to detail, and breakthrough technology to create unforgettable memories and a lasting legacy. Vanderbilt remains dedicated to evolving and integrating new innovations, ensuring we lead the industry in forward-thinking excellence.



YOUR BUSINESS OPPORTUNITY

OUR BRAND STANDS FOR MORE THAN JUST EXCEPTIONAL BOATS; IT REPRESENTS A LIFESTYLE OF FINESSE, PERFORMANCE, AND ENDURING QUALITY. OUR PRICING STRATEGY POSITIONS VANDERBILT'S PONTOONS IN THE PREMIUM SEGMENT, REINFORCING THE PERCEPTION OF PRESTIGE AND LUXURY. BY JOINING OUR EXCLUSIVE NETWORK OF DEALERSHIPS, YOU GAIN ACCESS TO A PRODUCT LINE SYNONYMOUS WITH LUXURY AND EXCELLENCE, APPEALING TO YOUR MOST DISCERNING CLIENTELE.

PREMIUM COLLECTION

Explore our comprehensive range of premium performance tritoons, spanning 23' to 31'. Each model is equipped with top-tier luxury amenities to meet market demands and customer needs. Streamline your offerings with a single premium brand that delivers everything your customers desire, eliminating the complexities of managing multiple premium brands and manufacturers.

EXCLUSIVE FEATURES & CUSTOMIZATION

Vanderbilt offers two tiers of elegance and comfort: the V Class and L Class. Within these premium ranges, you can select from a variety of lengths, layouts, and options, each designed to enhance the luxury of owning a Vanderbilt. Our flagship model, the V31TX twin-engine, sets the standard for opulent entertaining and high performance with its groundbreaking rear deck extension. This industry-first feature includes two Corian bar tables with integrated mood lighting, creating a striking presence on the water. While preserving the bold exterior and premium features of the Vanderbilt V Class, the new L Class offers a more understated option for those seeking exclusive luxury without overt extravagance.

LEADING PERFORMANCE

Vanderbilt Luxury Pontoons introduced the first high-performance twin-engine chassis featuring an extended center performance log. This industry exclusive design delivers exceptional handling and a remarkably silky smooth ride. So impressive was the performance that we adapted the design to our single-engine models, preserving the spacious openness of the rear swim deck while delivering an extraordinary riding experience.

YOUR COMPETITIVE ADVANTAGE

VANDERBILT LUXURY PONTOON DEALERS ALIGN WITH AN ASPIRATIONAL BRAND THAT EMBODIES EXCLUSIVITY AND REFINEMENT. OUR "LIVE DISTINCTIVELY" ETHOS ENSURES THAT YOUR DEALERSHIP STANDS OUT WITH A PRODUCT THAT OFFERS UNRIVALED LUXURY AND PERSONALIZED SERVICE. WITH OUR CONCIERGE APPROACH, YOU'LL RECEIVE TAILORED SUPPORT AND CUSTOMIZATION THAT SETS YOU APART COMPETITIVELY WHILE DELIVERING AN EXTRAORDINARY EXPERIENCE.

DEFINED TERRITORIES

As an independent boat dealer, you need more than just another brand to fill floor space. In today's competitive environment, you need a brand that offers opportunity, profitability, and differentiation. One that draws discerning buyers into your showroom. Vanderbilt provides precisely this. Our sales representatives are equipped with a range of marketing and data tools to support your decision-making. They conduct thorough research on your territory, offering valuable competitive insights tailored to your market.

Our approach goes beyond simply taking orders; we view our dealers as partners. We diligently define sales, service, and marketing territories for each dealer, ensuring that your dealership can effectively build and grow the Vanderbilt brand at a level of service that a premium customer demands. We believe Vanderbilt will be profitable and integral to your business's success.

BUSINESS TRAINING & DEVELOPMENT

Our comprehensive factory support extends to your entire team, offering dedicated product and sales training at our factory and on-site at your dealership. Our highly skilled sales representatives collaborate closely with you—whether you're an Owner or General Manager—across all facets of your business. This collaborative relationship serves as your key liaison to the brand and includes marketing strategies and special event support.

PRODUCT & SALES SUPPORT

Vanderbilt provides an industry-leading 10-year bow-to-stern limited lifetime warranty for pontoons sold at retail and registered with the factory. Our dedicated resources and experienced team are here to help your dealership deliver efficient and timely customer care. We offer personalized, one-on-one support for your sales, service, and parts staff, ensuring you have the expertise needed to excel in all aspects of customer service.



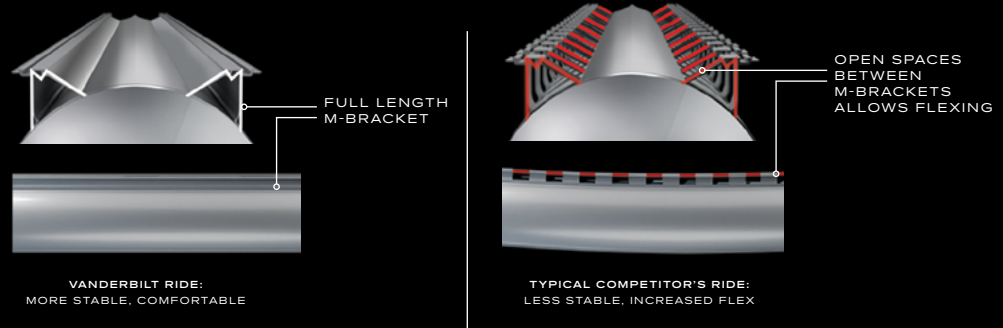


SUPERIOR HULL CONSTRUCTION

UNIQUE TO VANDERBILT, OUR ENGINEERING DESIGN FOCUSES ON A HIGH-PERFORMANCE, TWIN-ENGINE PLATFORM. OUR CHASSIS IS PRECISELY BUILT TO WITHSTAND THE DEMANDS OF POWERFUL ENGINES, HIGHER SPEEDS, AND ROUGHER WATERS—ALL WHILE PRESERVING OUR SIGNATURE SMOOTH RIDE. WHEN WE INTRODUCED OUR SINGLE-ENGINE ALTERNATIVE, WE INCORPORATED MANY HEAVY-DUTY FEATURES FROM OUR TWIN-ENGINE CHASSIS, ENSURING THE SAME ROBUST PERFORMANCE ACROSS BOTH TWIN AND SINGLE-ENGINE CHASSIS.

INNOVATIVE DESIGN FEATURES:

- ◆ **Enhanced Buoyancy:** Vanderbilt's extended center pontoon tube significantly increases buoyancy and effectively mitigates issues common in traditional twin-engine setups, such as porpoising and cavitation. This results in a smooth, stable ride with rapid acceleration.
- ◆ **Advanced Battery Management:** Vanderbilt's battery management system intelligently isolates engine batteries from the accessory battery, preventing parasitic draw. This design ensures that your engine maintains full power, even when boat accessories are in use, providing reliable performance throughout your journey.
- ◆ **Precision Handling Control:** Our advanced EPS steering system on the twin chassis allows the captain to adjust steering resistance or tension, significantly reducing effort at low RPMs. This makes docking and navigating tight spaces, like marinas, much easier and more precise.



ROBUST STRUCTURAL SUPPORT:

Our chassis is a multi-point system, expertly engineered to deliver the classic Vanderbilt ride with renowned stability and strength.

- ◆ **Strength and Rigidity:** Full-length M-brackets, welded to the pontoons, enhance strength and reduce deck flex. This design distributes engine weight and vibration across the entire length of the brackets, rather than concentrating it in one spot as seen in other brands.
- ◆ **Improved Performance:** Our fully reinforced pontoon nose cones cut through the water with ease and redirect splash away from the deck's underside, while interior strakes provide excellent lift, improving both speed and fuel efficiency.
- ◆ **Secure Deck Support:** Heavy-duty C-channels, spaced on average 16" apart and spanning the full width of the deck, offer exceptional support. These channels are framed at the bow and aft with fully welded structures, resisting side-to-side torque and twisting.
- ◆ **Durable Decking and Flooring:** Marine-grade, pressure-treated decking is covered with woven flooring; protected by a 5-step installation process ensuring a lifetime of durability.

Vanderbilt Luxury Pontoons used in commercial or rental applications or as a "special unit purchase" have separate warranty programs and are not included in the 10-year bow to stern or lifetime limited coverage. Contact the manufacturer for warranty coverage specifics in these cases.



BUILT TO LAST

OUR ENGINEERING TEAM BRINGS DECADES OF EXPERIENCE DESIGNING, MANUFACTURING, AND TESTING PREMIUM PONTOONS. THIS EXPERTISE HAS RESULTED IN DESIGNS BUILT TO DELIVER YEARS OF CARE-FREE ENJOYMENT.

KEY ATTRIBUTES:

- ◆ **Enhanced Fence Walls and Gates:** Our fence aluminum panels are 25% thicker than industry standards, ensuring superior form and fit while reducing the likelihood of dents and flex. Full-length gate stops and tension hinges keep gates securely closed.
- ◆ **Durable Blackout Railing:** Our blackout railing undergoes an anodizing process, far more resilient than traditional paint or powder coating, ensuring no unsightly chipping or peeling.
- ◆ **Superior Protection:** Full-height fence panels and railing protect your furniture, maintaining its beauty over time.
- ◆ **Premium Furniture:** Our seat bases are made of heavy-duty rotocast, keeping your belongings off the floor and protected. They feature air flow channels for breathability and water ducts to keep storage areas dry. Easy-lift hinges provide convenient access to stored items, and standard features like phone chargers and cup holders add extra convenience.
- ◆ **Modern Console:** Our fiberglass console combines style with functionality, offering ample legroom and storage.





INDUSTRY LEADING MARKETING SUPPORT

VANDERBILT IS DEDICATED TO INCREASING OUR BRAND'S RECOGNITION AND EXPANDING OUR MARKETING PRESENCE TO PROVIDE DEALERS WITH A MEANINGFUL SALES ADVANTAGE. HERE'S HOW WE ARE EMPOWERING OUR DEALERS WITH LEADING MARKETING SUPPORT:

ROBUST INVESTMENT IN BRAND PROMOTION:

- ◆ **New Model Year Website:** A redesigned and rebranded website will attract, inform, and engage visitors more effectively, providing a greater quantity of leads submitted by more qualified customers. Key features include an enhanced pontoon configuration tool, dynamic video galleries, luxury-focused messaging, and a dealer portal with access to images, logos, ad templates, and other marketing collateral.
- ◆ **Point-of-Purchase Materials:** Premium promotional print, display, and electronic media designed to competitively showcase and sell the Vanderbilt luxury brand.
- ◆ **Comprehensive Advertising Campaigns:**
 - **Media Presence:** Strategic placement of ads and feature articles in top industry publications like Pontoon & Deck Boat and Boating Magazine to provide maximum visibility.
 - **Digital Partnerships:**
 - » **Video Boat Walk-throughs, Banner Ads, and Inventory Listings:** Distribute engaging content to capture customer interest and contact information.
 - » **Online Advertising:** We drive traffic to your dealership with targeted pay-per-click campaigns, mass emails, online ads, and social media ads.
- ◆ **Marine-Focused Customer Relationship Management (CRM) Software:**
 - **Lead Acquisition, Response, and Tracking:** CRM Software that identifies, responds to, and tracks all prospect leads and their interests. This CRM links seamlessly into most dealer lead management systems.

INDUSTRY LEADING BUSINESS SUPPORT

WE ARE FULLY COMMITTED TO OUR VALUED FAMILY OF DEALERS. WE DEMONSTRATE OUR DEDICATION DAILY BY PROVIDING THE PRODUCTS, SERVICES, AND SUPPORT NECESSARY TO GROW YOUR BUSINESS AND ACHIEVE REMARKABLE SUCCESS.

WHY CHOOSE VANDERBILT:

- ◆ **Ready-to-Sell Pontoons:** Our pontoons arrive to your dealership with motors, props, biminis installed and ready for you to add fuel and batteries.
- ◆ **Fully Protected Shipments:** We ensure that each pontoon is shipped with comprehensive protection to maintain its pristine condition.
- ◆ **Quality and Easy Maintenance:** Our pontoons are built with superior quality and designed for easy maintenance, reducing your after-sale service efforts.

FLEXIBLE PURCHASING PROGRAMS:

- ◆ **Wholesale Incentive Volume Discounts:** Take advantage of our purchasing program, which offers flexible options and wholesale incentive volume discounts. This allows you to tailor your inventory to fit any business model and maximize your profitability.

Partner with Vanderbilt and experience devoted business support designed to help you grow and succeed in the competitive boating industry.



LOOKING TO THE FUTURE.

Choosing Vanderbilt means securing a business opportunity that extends far beyond the short term, offering enduring value year after year. Our mission is to provide products that excel in design, customer appeal, and profitability for your dealership. We are dedicated to ensuring our models remain competitive and up-to-date, pledging to refresh or replace each model as needed. We consistently innovate to meet consumer demands while introducing features that set Vanderbilt apart from other premium brands.

By representing Vanderbilt, your dealership will benefit from our unwavering commitment to excellence and innovation, ensuring a prosperous and dynamic future.

YOUR PERSONAL VANDERBILT CONTACT

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LIVE DISTINCTIVELY

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