



**For Immediate Release**

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## **Walstrom Marine Opens Traverse City Location**

Walstrom Marine announces the opening of its newest location in Traverse City. As a premier boat sales and service center in Northern Michigan with locations currently in Harbor Springs, Bay Harbor, and Cheboygan, Walstrom Marine is further expanding its footprint to include the greater Traverse City area.

"This has been a desire of Walstrom Marine for a long time," says Ward Walstrom, CEO. "After many years of servicing and selling into the Traverse City market, we are making the investment to serve the local boating market with the same local attention to detail we have strived to achieve at our Harbor Springs, Bay Harbor, and Cheboygan facilities."

The Traverse City location represents Sea Rays from 19-65' in addition to Walstrom Marine's current lineup of Tiara Yachts, MJM Yachts, Chris Craft, and Pursuit Boats. Various models will be on display in the N. US 31 showroom. Walstrom has also joined the Harbor West Yacht Club, establishing an on water presence for larger boats and demonstrations.

Walstrom Marine is building a new team with the support of its current staff and operations to help achieve excellence in the Traverse City area. Rick Venner, previously Sales Manager for Walstrom Marine, has accepted the position of General Manager of Traverse City. Rick's extensive background includes selling and servicing boats from trailer boats to larger yachts. The team in Traverse City will also consist of additional full time, year round sales and service staff to support all facets of the new location's product and service offerings.

Walstrom Marine welcomes you to come visit their new showroom at 3536 N. US 31 in Traverse City.

*Walstrom Marine is a second-generation, family-owned yacht sales and service company serving the boating community in northern Michigan. Based in Harbor Springs with additional locations in Traverse City, Cheboygan, and Bay Harbor, Walstrom Marine sells and services Sea Rays, Tiara Yachts, Chris Craft, Pursuit Boats, and MJM Yachts. For more information, visit [www.walstrom.com](http://www.walstrom.com).*