

KCS International Inc. Acquires Sport Boat Line

Addition allows company to compete for dealer showroom space worldwide

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KCS International Inc.

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OCONTO, Wis., Feb. 17, 2012 /PRNewswire/ -- KCS International Inc., (KCS) parent company of [Cruisers Yachts](#) and [Rampage Sport Fishing Yachts](#), announced during a media event at the Miami International Boat Show, the group acquired all of the assets of Azure, a world class line of sport boats. The acquisition means KCS now carries a full product line with vessels from 18'-56' that includes bow riders, sport decks, sport cuddies and complemented by the high quality Cruisers Yachts line up.

"This is an exciting time for our company. We are sending a message to our dedicated employees that KCS intends to be in the boat business for a long time," said Mark Pedersen, president of KCS International Inc. "It is paramount that our reputation of quality product continues to be carried over to the new sport boat line, and we look forward to showcasing our superior workmanship and unique product development as the line matures under the first-class manufacturing team in Wisconsin."

In early February, production tooling from the Azure plant in South Carolina began making its way to the KCS base in Oconto Wis. and will continue over the next few weeks. The first boat under the Cruisers Sports Series is expected to roll off the production line in May/June 2012.

When asked if boating enthusiasts will see drastic changes to the previous models, Pedersen replied, "Azure designed according to what the industry wanted, so the product we are receiving is current. What we will begin immediately is implementing the level of craftsmanship our lines are known and recognized for."

The extended line puts KCS in a position as an international player in the boating industry and has added [Spencer Ship Monaco](#) to oversee the new export development team for Central and South America, the Far East and Australia. Longtime marine industry veteran, Gene Gooding, has also joined the team and will oversee new dealer development in North America.

About KCS International Inc.

Headquartered in Oconto, Wis., KCS International Inc. is the parent company of both Cruisers Yachts and Rampage Sport Fishing Yachts. Cruisers Yachts is known as one of the world's premier providers of midsize luxury pleasure yachts and produces 11 models from 30 to 56 feet in its Oconto facility, including the much anticipated 48 Cantius Sports Coupe. Rampage Sport Fishing Yachts combine comfort and convenience with speed, durability and performance focused engineering. Built at the Oconto facility, Rampage Sport Fishing Yachts creates highly fishable express and convertible sport fishing yachts, 34 to 45 feet. For additional information about Cruisers Yachts, visit www.cruisersyachts.com; information on Rampage Sport Fishing Yachts can be found at www.rampageyachts.com.

SOURCE KCS International Inc.