

# News Release



**FOR IMMEDIATE RELEASE**

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## **Jersey Shore Boat Sale & Expo Continues to Attract Buyers**

**Manasquan, NJ** - The fifth annual [Jersey Shore Boat Sale & Expo](#) was held September 20-22, 2013, at FirstEnergy Park, home of the Lakewood BlueClaws. This unique boating sales event featured new and pre-owned boats, engines and accessories for sale by New Jersey's top marine retailers. The event was organized by the [Marine Trades Association of New Jersey \(MTA/NJ\)](#), a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. [Travelers Commercial Ocean Marine Insurance](#) was a supporting sponsor of the 2013 show.

The focus of the Jersey Shore Boat Sale & Expo is to provide affordability and convenience for both consumers and exhibitors. The show has grown in size every year since being founded in 2009. This year's show featured close to 250 new and pre-owned boats on sale, including 2014 models by 23 dealers, representing 60 different boat manufacturers in close to 90,000 square feet making it the largest show to date.

Survey results from exhibitors were extremely positive with leads and more sales reported this year than in previous years. In spite of a slight drop in attendance, the show continues to attract serious buyers that attend the show looking to make a purchase. "Ocean County, where the show is located, was one of the hardest hit areas from Hurricane Sandy and many people are still struggling to rebuild their lives," stated Fred Brueggemann, MTA/NJ President and owner of Statewide Marine Services and Key Harbor Marina & Yacht Sales. "We knew that this may have an impact on the show but as an exhibiting dealer, we were very happy with the results and the people that we talked with. This is a great local show that is affordable and yields positive results every year."

This year the MTA/NJ partnered with [Core Studios](#) to film various aspects of the show including show set up. Core Studios produced a unique montage of the show that has never been captured before. "This very cool, new video shows all of the work that goes into setting up the show as well as aerial shots of the hundreds of boats that were there," stated Melissa Danko, MTA/NJ Executive Director. "It gives people that may have never attended before a chance to see how great the show is and all that is has to offer."

To view the video, visit: <http://jerseyboatexpo.com/index1.html>

## **About the MTA/NJ**

The [Marine Trades Association of New Jersey \(MTA/NJ\)](#), established in 1972, is a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve. The MTA/NJ produces two boat shows, the [Jersey Shore Boat Sale & Expo](#) held in September at FirstEnergy Park in Lakewood and the [New Jersey Boat Sale & Expo](#) held in February at the New Jersey Convention & Expo Center in Edison. In addition, the MTA/NJ proudly endorses the [Progressive Insurance Atlantic City Boat Show](#) held in February.