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Perfection Reinvented; Tiara Yachts Launches the New 3100 Open

(October 11, 2010 – Holland, MI, USA) With the introduction of the new 3100 Open, Tiara Yachts invites you to go ‘back to the future’. Many are aware that one of the most successful boats ever built by the company was a boat by the same name. You will still see many on the water today – a reflection of the popularity and quality of this model. The new 3100 Open gives a nod to tradition, in particular the versatility you expect from a Tiara Open, but embraces new design and technology.

Step into the cockpit and note the space resulting from the boat’s significant beam. The 3100 borrows a cue from her larger siblings, the 3900 Open and 4300 Open, by sporting a new double wide mezzanine seat that provides great sightlines and abundant storage. Speaking of sightlines, the visibility at the helm is unmatched. Travel below deck and the first thing you note is the large pedestal berth – unusual for a boat this size. The head and galley are well equipped and the salon sofa has a Pullman conversion to allow even more sleeping accommodations.

“I have a tremendous sense of pride in this new model after also playing an integral role in the genesis of the first 3100 Open”, notes Leon Slikkers, Chairman of S2 Yachts. “We essentially accomplished the same results with both projects – a boat that is unique to the marketplace and every bit a Tiara. I am convinced boaters will love the way it looks and performs.” Contact Heather Toburen for additional product information, and be sure to set aside time within your Ft. Lauderdale Boat Show schedule for the unveiling and press event.

Tiara Yachts is headquartered in Holland, Michigan. Products include Open, Sovran and Convertible models with inboard power from 30 to 60 feet. Tiara Yachts and Pursuit Boats are subsidiaries of S2 Yachts, Inc. which was founded in 1974. S2 Yachts, Inc. is one of the oldest privately held boat manufacturers in the United States producing boats that are a source of pleasure, a matter of pride and a lasting investment to their owners.

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