



WALSTROM MARINE

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Walstrom Marine Consolidates Traverse City Operations to Single Facility on US-31 South

Traverse City, MI – Walstrom Marine has consolidated its Traverse City operations to a single customer-facing location at 291 N US-31 South, the former Grand Bay Marine building located next to KFC. The company had previously operated out of two facilities across the highway from one another. This change brings all sales, service, and parts operations together under one roof to create a more efficient and convenient experience for customers.

“This consolidation allows us to bring our team and resources together to better serve our customers,” said Kyle Oleson, General Manager of Walstrom Marine Traverse City. “By having everything in one place, we can deliver faster communication, coordinated service, and the same high level of care boaters have come to expect from Walstrom Marine.”

The facility at 228 US-31 South will continue to be used for internal operations but is now closed to the public. All customer visits, service appointments, and deliveries should take place at 291 N US-31 South.

This transition is separate from Walstrom Marine’s recent property acquisition on West Bay. Discussions and planning efforts for the Viridian building and surrounding property are ongoing as the company continues to evaluate future opportunities in that area.

Walstrom Marine was founded by Ward Walstrom Sr. and Paul Griffeth when they acquired Melching Garage and Boat Works in 1946. In the last 79 years, Walstrom Marine has grown to become the leading boat dealer in Northern Michigan, with five dealership locations, marinas in Harbor Springs and Algonac, and storage and service facilities in Harbor Springs, Charlevoix, Traverse City and Cheboygan.

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