

WHISPER MARINE

Crownline · Navion · Whisper · Heyday

FOR IMMEDIATE RELEASE

Whisper Marine Acquires Heyday Boats from Brunswick Corporation

Wake and surf brand gains a new home at Crownline's Illinois facility, with continued support for Heyday dealers and customers.

JOHNSON CITY, Tenn., Oct. 30, 2026 – Whisper Marine, LLC has acquired Heyday Boats, the wake and surf boat brand, from Brunswick Corporation. The acquisition is Whisper Marine's third in less than a year, following the December 2025 purchase of Qwest Pontoons and the June 2026 acquisition of Crownline Boats, and expands the company's marine portfolio into the wake and surf segment. Whisper Marine is committed to supporting the brand's continued success, and maintaining continuity for dealers and customers is a primary focus throughout the transition.

"We're excited to take on Heyday and to bring wake and surf into the Whisper Marine family," said Paul Hoilman, Chief Operating Officer of Whisper USA. "Heyday has done something a lot of brands haven't: it has made the sport reachable for families who never thought a surf boat was in the cards. That is exactly the kind of brand we want to build on, and it fits naturally alongside Crownline, Navion and Whisper Pontoons."

"Heyday has built a loyal following among dealers and customers, and we are proud of the team that helped establish the brand. We believe Whisper Marine is well positioned to lead the next chapter of Heyday's growth and success," said Vittorio Bichucher, President of Brunswick Corporation's Venture Boat Group.

Whisper Marine will manufacture Heyday boats at Crownline's facility in West Frankfort, Ill., where Crownline has delivered more than 90,000 boats and water tests every boat on Lake Crownline.

The acquisition also expands Whisper Marine's dealer network. Whisper Marine will work with existing Heyday dealers to keep the brand in their showrooms and on the water, and Heyday gives dealers already carrying Crownline, Navion or Whisper Pontoons a way to add an affordable wake and surf line.

"Our dealers are the heart of this business," Hoilman said. "To Heyday dealers, our message is simple: we're committed to this brand, we're going to invest in it, and we want to grow with

you. And for the dealers who already carry our boats, Heyday is a way to bring a new kind of buyer onto the lot. In less than a year we've gone from one pontoon line to a full family of American-built boats, and we're just getting started."

The Heyday acquisition is part of a multi-year strategy to build a portfolio of American-made marine brands serving distinct segments of the recreational boating market.

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About Whisper USA, LLC and Whisper Marine, LLC

Whisper USA, LLC is an American manufacturer of premium outdoor lifestyle products, headquartered in Johnson City, Tennessee. The company designs and manufactures hot tubs, swim spas, cold plunges, luxury golf carts, utility terrain vehicles and boats at facilities in Tennessee, Michigan and Illinois, with Whisper Marine, LLC as its marine division and Crownline Boats, Navion Boats, Whisper Pontoons and Heyday Boats as current marine brands.

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