

## Bavaria Yachts Signs Fletcher Ryan to Lead new Northeast Operations

Thursday, May 24<sup>th</sup>, 2012

*Respected industry veteran Ryan named General Manager of Bavaria Yachts new Mystic location*

Bavaria Yachts USA announced that Fletcher Ryan has joined as General Manager of the recently-announced Northeast Factory-Direct Bavaria Yachts sales, service, and charter center, based in Mystic, Connecticut.



Ryan is a well-respected veteran of the sailing industry, with 20 years experience serving the New England sailing market. Ryan has worked with clients throughout the Northeast, and has extensive experience with numerous sailboat brands throughout his career, including new boat sales for Hunter and Beneteau.

Fletcher Ryan: "Joining the Bavaria Yachts USA team is an exciting opportunity to offer what I consider to be the most innovative and well constructed boat in it's class. Being quite familiar with the cruising sailboat industry, I am impressed with the quality, attention to detail and reputation of the Bavaria Yachts' brand."

Ryan joins the Bavaria Yachts USA team to guide the growth of the Bavaria brand in the all-important Northeast market. Kenny Feld, Managing Director of Bavaria Yachts USA: "We are excited about Fletcher joining our team. In addition to his experience, he brings a track record of high integrity and excellent client service, and a tremendous reputation among boat owners in the Northeast."

Ryan has already begun to work with Bavaria clients, and is available to begin placing orders for all 2013 Bavaria Cruiser Series models, as well as the highly-anticipated Vision 46 that arrives in the US late June, and will premier at the Newport International Boat Show September 13-16th. Bavaria Yachts permanent Northeast offices will be located in the Mystic Shipyard, and will officially open in early September.

For more information, contact Fletcher Ryan at [fletcher.ryan@bavariayachts.com](mailto:fletcher.ryan@bavariayachts.com), or visit [www.bavariayachts.com](http://www.bavariayachts.com)