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Contact Information:

Beverly Ramsey

(O) 573.964.3490 (C) 417.827.2353

beverly@bigthundermarine.com



BIG THUNDER MARINE INTRODUCES VIRTUAL BOAT SHOW WITH 360° VIEWING

(Lake Ozark, MO December 16, 2020)--Big Thunder Marine has unveiled a new way for customers to shop for boats, designed to help them navigate through models of interest, allowing eyes to see through consoles, under seat storage or even explore engine compartments. "At Big Thunder, we pride ourselves on leading the industry with new and innovative ideas. We are proud to introduce our 2021 Virtual Boat Show!" said Jeremy Anderson, General Manager, Big Thunder Marine. "We recognized that customers may still want that boat show experience but without traveling to a boat show during a pandemic. This technology allows full 360° viewing of each boat by brand." Brought to life through the Matterport 3D technology, the Virtual Boat Show is now live.

With the cancellation of many live boat show events, Big Thunder is investing in their digital presence and technology — looking at how this worked in the real estate industry inspired the idea to present boats in 360° with their many standard and optional features. Whether on a desktop, table or phone, customers can now explore the boat model of their choice and click on the call-outs to see specifications, additional photos and videos or promotions.

Visit bigthundermine.com/virtualboatshow for the true virtual boat show experience. If visiting the Lake of Ozarks, see the vast showrooms at the Speed & Luxury Showroom, where Big Thunder carries Chris Craft, Monterey, and Powerboats by Fountain, Donzi, and Statement. Around the corner, the Family Boating Center houses MasterCraft, Manitou, Crest and JC Tritoons plus the Wake Effects Pro Shop.

About Big Thunder Marine:

Big Thunder Marine believes in a better boating experience. From the vast, state-of-the-art Showrooms and Service Buildings to the Gas Dock and Marina, Big Thunder Marine offers a better way to boat. Big Thunder Marine has been back at Lake of the Ozarks since 2015 when the Ross family resurrected the iconic name. Originally

started in the 1990's by Bob Morgan in Gravois Mills, Big Thunder has grown into the largest dealership at Lake of the Ozarks and expanded into Florida at a new Palm Beach Gardens location.

Whether in sales, service, gas dock, or rentals, Big Thunder cares about what boating means to our customers and their families. Offering the most diverse selection of product offering of any dealership, anywhere...take a look virtually or visit in person. Big Thunder Speed & Luxury Showroom, 3401 Bagnell Dam Blvd., Lake Ozark, MO 65049 * Big Thunder Marine Family Boating Center, 3534 Osage Beach Pkwy., Osage Beach, MO 65065 * Big Thunder at Glencove Marina, Service, Parts, Rentals Gas Dock & Sea Store, 3 MM or 147 Glencove Blvd., Lake Ozark, 65049 * Big Thunder Florida at PGA Marina, 2359 PGA Boulevard #100, Palm Beach Gardens, FL 33410 * Visit online at bigthundermarine.com or wakeeffects.com.

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