

February 7, 2025

Marine City, MI — SERO Innovation, LLC, a leader in the marine industry and makers of the SOL sailboat, proudly announces its designation as the builder and distributor for North and South America of the iconic Sunfish and Laser sailboats. This partnership represents a pivotal step in SERO Innovation's mission to advance and grow recreational sailing on a global scale, and the return of Sunfish manufacturing to the US.

Under the agreement, SERO Innovation will assume global production and North and South American distribution of these legendary one-design sailboats, safeguarding their rich heritage while inspiring future generations of sailors. All manufacturing will take place at SERO Innovation's facility in Marine City, Michigan.

"These iconic American classics have played a transformative role in the world of sailing," said Chris McLellan, Owner and CEO of SERO Innovation, LLC. "We are honored to be entrusted with the stewardship of these time-tested brands. Our team is eager to integrate proven designs with modern manufacturing techniques and further expand their reach through our exceptional distribution network."

The Sunfish and Laser are renowned for their simplicity, performance, and accessibility, making them staples of the sailing community for many decades. SERO Innovation is committed to upholding the exceptional quality that enthusiasts expect while exploring new opportunities for innovation, such as advanced materials and cutting-edge manufacturing methods.

The first sailboats produced by SERO Innovation are expected to be available in April 2025.

<https://seroinnovation.com/>