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Twin Vee PowerCats (NASDAQ: VEEE) Unveils Bold Digital Strategy to Revolutionize how Boats are Sold, Purchased, Traded and Valued

FORT PIERCE, FL / [ACCESS Newswire](#) / February 18, 2025 / [Twin Vee PowerCats Co.](#) (Nasdaq:VEEE), ("Twin Vee" or the "Company"), a manufacturer, distributor, and marketer of power sport boats, today announced that it is taking a bold leap forward with an aggressive digital transformation strategy designed to disrupt the status quo of boat sales for marine dealers, OEMs, and individual owners. This initiative underscores Twin Vee's commitment to innovation, efficiency, and dealer success as it seeks to position itself as one of the most forward-thinking brands in the marine industry.

A Digital Revolution in the Marine Market

"The first step in our strategy is transitioning all aspects of our boat sales marketplace to Twin Vee's proprietary servers," said Joseph Visconti, CEO and President of Twin Vee PowerCats Co. "By bringing marketplace operations online, buyers and sellers gain full access over the data, user experience, and marketing insights necessary to help maximize and optimize the customer experience."

The Company is assembling a team of skilled digital and web development professionals to execute this vision led by Chief Information Officer Tom Huffman. This elite group includes experts in search engine optimization (SEO), web architecture, and digital marketing individuals with a proven track record of scaling brands through cutting-edge technology. They are planning the development of a seamless, AI-powered platform with advanced filtering, AI-driven recommendations, and a mobile-first user experience.

Additionally, as previously announced, the Company will soon start accepting Bitcoin to purchase its Twin Vee and AquaSport power sport boats. "We want to provide a seamless and modern purchasing experience by integrating Bitcoin into our payment options while broadening our customer base. The increasing use and growing legitimacy of cryptocurrency as a payment method has inspired us to offer this financial option," explained Visconti.

A New Era for Boat Dealers: More Leads, Lower Costs

According to Visconti, once Twin Vee's digital infrastructure is in place, it will introduce an advanced lead generation platform explicitly tailored for boat dealers. Twin Vee intends to offer a cost-effective, high-ROI alternative, unlike existing platforms that [charge exorbitant fees](#). The Company's goal is to provide:

- Superior Digital Marketing: Leveraging AI-driven analytics and SEO dominance to generate high-quality leads for dealers.

- **Data-Driven Sales Strategies:** Providing dealers with actionable insights to convert leads into customers.
- **Unmatched Pricing Advantages:** Featuring aggressive pricing incentives that undercut competition and drive dealer profitability.

"For decades, entrenched players in the boating industry have controlled the marketplace, stifling innovation while overcharging manufacturers and dealers. Twin Vee is here to disrupt their business model and give Twin Vee dealers an undeniable competitive edge," remarked Visconti.

A Call to Action for Investors

The Company believes this initiative is more than just a shift in strategy; it's a defining moment for Twin Vee. As it builds what is expected to be the most advanced digital platform in the marine industry, Twin Vee is positioning itself to reshape how boats are marketed and sold.

"Investors looking for a company that is not just keeping up with the future, but actively building it, should take notice," stated Visconti. "We are making a statement: Innovation, efficiency, and strategic execution will define the next era of our growth. The transformation has begun. Twin Vee is not waiting for the future; we are working to create it."

About Twin Vee PowerCats Co.

Twin Vee PowerCats Co. manufactures Twin Vee and AquaSport boats. The Company produces a range of boats designed for activities including fishing, cruising, and recreational use. Twin Vee PowerCats are recognized for their stable, fuel-efficient, and smooth-riding catamaran hull designs. Twin Vee is one of the most recognizable brand names in the catamaran sport boat category and is known as the "Best Riding Boats on the Water™." The Company is located in Fort Pierce, Florida, and has been building and selling boats for 30 years. Learn more at twinvee.com.

Visit Twin Vee PowerCats Co. on [Facebook](#), [Instagram](#), and [YouTube](#).

Visit AquaSport on [Facebook](#) and [Instagram](#).

Forward-Looking Statements

This press release contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are identified by the use of the words "could," "believe," "anticipate," "intend," "estimate," "expect," "may," "continue," "predict," "potential," "project" and similar expressions that are intended to identify forward-looking statements and include statements regarding revolutionizing how boats are sold, purchased, traded and valued, taking a bold leap forward with an aggressive digital transformation strategy designed to disrupt the status quo of boat sales for marine dealers, OEMS, and individual owners, underscoring Twin Vee's commitment to innovation, efficiency, and dealer success as it seeks to position itself as one of the most forward-thinking brands in the marine industry, transitioning all aspects of Twin Vee's boat sales marketplace to its proprietary servers, bringing marketplace operations online, buyers and sellers gaining full control over the data, user experience, and

marketing insights necessary to help maximize and customize the customer experience, developing a seamless, AI-powered platform with advanced filtering, AI-driven recommendations, and a mobile-first user experience, accepting Bitcoin to purchase Twin Vee and AquaSport power sport boats, providing a seamless and modern purchasing experience by integrating Bitcoin into the Company's payment options while broadening its customer base, introducing an advanced lead generation platform explicitly tailored for boat dealers, offering a cost-effective, high-ROI alternative to existing platforms, providing dealers with superior digital marketing leveraging AI-driven analytics and SEO dominance to generate high-quality leads for dealers, providing dealers with data-driven sales strategies with actionable insights to convert leads into customers, providing dealers with unmatched pricing advantages featuring aggressive pricing incentives that undercut competition and drive dealer profitability, disrupting the business model of entrenched players in the boating industry that have controlled the marketplace and giving Twin Vee dealers an undeniable competitive edge, building the most advanced digital platform in the marine industry, positioning the Company to reshape how boats are marketed and sold and working to create the future. These forward-looking statements are based on management's expectations and assumptions as of the date of this press release and are subject to a number of risks and uncertainties, many of which are difficult to predict that could cause actual results to differ materially from current expectations and assumptions from those set forth or implied by any forward-looking statements. Important factors that could cause actual results to differ materially from current expectations include, among others, the Company's ability to revolutionize how boats are sold, purchased, traded and valued, the Company's ability to implement its digital transformation strategy and disrupt the status quo of boat sales for marine dealers, OEMS, and individual owners, the Company's ability to position itself as one of the most forward-thinking brands in the marine industry, the Company's ability to transition all aspects of its boat sales marketplace to its proprietary servers, the Company's ability to bring marketplace operations online so buyers and sellers gain full control over the data, user experience, and marketing insights to maximize and customize the customer experience, the Company's ability to develop a seamless, AI-powered platform with advanced filtering, AI-driven recommendations, and a mobile-first user experience, the Company's ability to provide a seamless and modern purchasing experience by integrating Bitcoin into the Company's payment options while broadening its customer base, the Company's ability to introduce an advanced lead generation platform explicitly tailored for boat dealers with superior digital marketing, data-driven sales strategies, and unmatched pricing advantages, the Company's ability to disrupt the business model of entrenched players in the boating industry that have controlled the marketplace, the Company's ability to give Twin Vee dealers an undeniable competitive edge, the Company's ability to build the most advanced digital platform in the marine industry, and the risk factors described in the Company's Annual Report on Form 10-K for the year ended December 31, 2023, the Company's Quarterly Reports on Form 10-Q, the Company's Current Reports on Form 8-K and subsequent filings with the SEC. The information in this release is provided only as of the date of this release, and the Company undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events, except as required by law.

Contact:

Glenn Sonoda

investor@twinvee.com

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