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## **IMTRA AND TIARA YACHTS JOIN FORCES TO ADD ZIPWAKE DYNAMIC TRIM CONTROL SYSTEMS TO 2025 VESSELS**

**New Bedford, Mass.** – IMTRA, the leading manufacturer and importer of quality solutions and products for the marine, energy and transportation markets, announced today that they have partnered with Tiara Yachts to incorporate Zipwake Dynamic Trim Control Systems on all model year 2025 outboard-powered vessels. Now in its 50th year, Tiara is a family-owned manufacturer of American-made luxury yachts from 34- to 60-feet.

“With such a rich history, Tiara Yachts has established a reputation for design excellence,” said Jamie Simmons, Zipwake Product Manager, IMTRA. “Every component they offer their customers is carefully selected to improve performance and the passenger experience. Zipwake is proven to provide greater fuel efficiency and enhanced handling by helping boats get on plane sooner. The system also boosts overall boat speed by reducing the drag often associated with trim tabs.”

“Zipwake is a very innovative trim control system,” said Sue Kane, Director of Sales, Tiara Yachts. “For our owners, it is not only easy to use; but takes the comfort of a Tiara and makes it just a little more luxurious. We’re confident that our owners will be thrilled with the addition of Zipwake to their Tiara Yachts.”

Featuring an advanced and intuitive 3D interface, Zipwake Dynamic Trim Control Systems offer intuitive and precise control of a boat’s running trim, heel and heading. The system is fully automatic and significantly enhances the boat’s performance, fuel economy, comfort and safety.

The Zipwake system is fully automatic and tuned at the Tiara factory to provide optimal performance for each model.

**-more-**

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Page 2

For information on IMTRA and its entire product line, please call 508-995-7000 or visit [www.imtra.com](http://www.imtra.com).

-30-

## **About IMTRA:**

IMTRA, a 100% employee-owned company based in New Bedford, Massachusetts, is an importer and manufacturer of high-quality marine products, advanced LED solutions and integrated marine systems, as well as a key supplier to the OEM and aftermarket. With more than 70 years in the commercial, industrial and marine markets, IMTRA has sales and support teams in 12 regions throughout North America. The company's extensive product knowledge is available to its customers through a renowned full-service department, a professional customer service group and an online [Learning Center](#). Product categories include Lighting, Thrusters, Stabilizers, Anchoring Systems, Wipers, Seating, Controls, Doors, Hatches, Insulation and other specialty products. In addition to their own proprietary products, IMTRA represents well-known international brands that include Sleiþner, Norsap, Vimar, Lumishore, BCM Lighting, Lofrans, Muir, Exalto, Zipwake, Roca, Lilaas, DHR, Libra, Victron, Isover, R. Stahl Tranberg, Beclawat Windows and many more. [www.IMTRA.com/about-IMTRA.htm](http://www.IMTRA.com/about-IMTRA.htm).

## **About Tiara Yachts:**

Tiara Yachts, headquartered in Holland, Michigan, is one of the oldest privately held boat manufacturers in the United States. The Tiara Yachts model line includes inboard vessels from 54 to 60 feet in the EX line. Outboard powered Tiara Yachts models range from 34 to 56 feet in three distinct Series: Luxury Sport (LS), Luxury Crossover (LX), and Luxury Express (LE). For more information, please visit [tiarayachts.com](http://tiarayachts.com).





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