

MEDIA KIT

Lancer Craft



ABOUT LANCER CRAFT

Lancer Craft, a boat manufacturer headquartered in Chiefland, Florida pays homage to several of the greatest boats ever designed and built. Founded in 2023, the company designs and sells wood-grained fiberglass boats based on the classic boats of the 50s and 60s. These designs, heavily inspired by the automobile industry, seek to introduce that classic luxury to a new generation of boating enthusiasts. In 2024, Lancer Craft's innovative designs and classic elegance will be available to the general public when they begin accepting pre-orders for their entire line of boats.



DR. ROGER PECINA

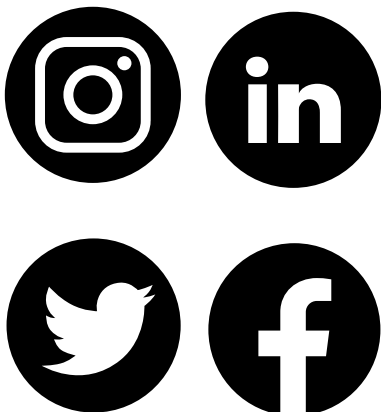
Dr. Roger Pecina is a visionary entrepreneur and the esteemed founder of Lancer Craft. His knowledge and passion for both wooden and early fiberglass boats and their manufacturers is well established. Through the opening of a classic boat museum of approximately 80 boats in Cassopolis, Michigan, he has reintroduced these classics to a new generation. This has led and inspired him to dedicate himself to manufacturing these fine crafts again. As the driving force behind Lancer Craft, Dr. Pecina oversees the development and growth of the company's flagship product, the Lancer Craft Elite. His unique blend of expertise, creativity, and leadership has significantly influenced the creation of this boat which pays homage to some of the greatest boats ever designed and built. His unwavering dedication to the industry and its history has resulted in multiple accolades, further solidifying his reputation as a trailblazer in the field. Through Dr. Pecina's exceptional leadership and innovative spirit, Lancer Craft continues to break new ground in the boating industry.



JOHN HEMKEN

As the President and CEO of A&M Boats, John Hemken has consistently demonstrated expertise in business model innovation and growth over the past 40 years. In a short period of time, A&M's profitability has increased 5X while closing 2022 at over \$5.6M in revenue. Hemken's unwavering dedication to excellence and the development of innovative manufacturing solutions has propelled A&M Boats to new heights establishing it as a well-respected name among nautical enthusiasts and peers alike. Based on a shared passion for automobiles, and the classic boats of the 50s and 60s that were influenced by their designs, Hemken partnered with Dr Roger Pecina in founding Lancer Craft Boats. Their goal is to bring the family brands of Elite Craft, Classic Craft, and other great boats back to life. John's manufacturing knowledge in creating classic glass recreations of these timeless designs has been crucial in helping Lancer Craft bring this new line of boats to the public. His leadership has been a key factor in being able to introduce Lancer Craft's entire line of boats to the public in 2023.

"During our planning and initial trial and error, we came up with the idea of taking one of our 20 foot hulls and doing it in Pink with a wood veil deck and using it as a donation project to the American Cancer Society.. All of our families at Lancer Craft have been and are continuing to be affected by cancer. Since our company was new, this also gave our team a rallying point, above just making boats. Pink as we call her is a work of art, and exemplifies the quality and visual excitement that all the boats in our line up have." – Roger Pecina



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