



Hatteras names Guy Roberts to lead New Bern Plant Operations as company readies for launch of next generation, high-performance sportfish boats



Hatteras announced three new next-generation models coming in 2024, including the “Bimini Run” (above).

NEW BERN, N.C. (March 14, 2024) – White River Marine Group, the world’s largest builder of fishing and recreational boats, has announced the addition of Guy Roberts to serve as plant manager for its Hatteras Yachts facility in New Bern, N.C.

“We are very excited to have Guy come on board to lead manufacturing in New Bern,” said Johnny Morris, noted angler-conservationist and founder of Bass Pro Shops and White River Marine Group. “Guy has a passion for his people, and his experience in the manufacturing industry is a perfect fit for this position as we prepare to introduce the all new Hatteras, high-performance sportfishing boats.”

Guy is an avid boater who loves spending time on the water with his family. He is also a highly respected and experienced leader in manufacturing. His professional experience lies as a hands-on leader, who has been heavily involved in the transformation of plants, people and culture.

“I am incredibly thrilled and humbled to be able to step into this position,” Guy said. “There is no brand in the boating world that is as respected as White River Marine Group, and Hatteras Yachts has a history that is unparalleled when it comes to quality and workmanship. It is an honor to step into this role.”

Morris announced the acquisition of Hatteras in May 2021, bringing a significant expansion of White River Marine Group’s saltwater manufacturing footprint to New Bern, North Carolina. The company moved the iconic saltwater brand, MAKO along with Ranger Saltwater to New Bern over two years ago. These moves help establish New Bern, North Carolina as the new world capital for offshore boat building.

Hatteras leapt to the forefront of the sportfishing industry more than 60 years ago, with ruggedly built saltwater boats that earned a reputation for high performance. It has set the standard for luxury sportfishing yachts, offering the utmost in beauty, quality and innovation for sportsmen and women around the world.

Over many years, Hatteras has earned a reputation for industry-leading performance, innovation and seaworthiness. Engineered to stand up to the unforgiving conditions of North Carolina, Hatteras Yachts can be found all over the world. The brand's trademark lies not only in technical innovation, but in the effortless blending of luxury with performance.

Building on the legendary legacy of the storied brand, Hatteras will continue to build exceptional quality sportfishing boats and recently announced significant investments in plant operations and tooling to prepare for the introduction of three new models.



Click the image for a preview of the all-new Hatteras including the Hatteras Chub Cay pictured above.

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About White River Marine Group

In 1978, Johnny Morris revolutionized the marine industry when he introduced the world's first professionally rigged and nationally

marketed boat, motor and trailer packages. TRACKER Boats quickly became and has remained the No. 1-selling fishing boat brand in America for more than 40 years. In 2015, Ranger and Triton joined White River Marine Group, part of the Bass Pro Shops family. Today, White River Marine Group offers an unsurpassed collection of industry-leading brands including TRACKER Boats®, SUN TRACKER®, NITRO®, TAHOE®, REGENCY®, MAKO®, RANGER®, TRITON®, TRACKER OFF ROAD®, and HATTERAS®.