

Bass Pro Shops, White River Marine Group, North America's leading outdoor and conservation-focused company, acquires legendary water sports brand Hobie – will return Hobie production and jobs from Mexico back to America's Heartland, Lebanon, Missouri, U.S.A.



Distributed in 70 countries worldwide, White River Marine Group's legendary family of brands includes such iconic names as TRACKER, RANGER, NITRO, SUN TRACKER, REGENCY, ASCEND, TAHOE, TRITON, MAKO, HATTERAS and now HOBIE.

SPRINGFIELD, Mo. (Sept. 24, 2025) – The agreement will unite two of the most storied and well-respected watercraft manufacturers in the world.

Born from the passion of true trailblazing pioneer founders, Johnny Morris and Hobie Alter, who were both driven to provide the most innovative, high-quality watercraft at the best possible value anywhere in the outdoor market.

For a combined 128 years, Johnny Morris and Hobie Alter have been making dreams come true on the water - shaping unique lifestyles with extraordinary high-quality, value-based products that are today distributed in more than 70 countries around the world.

Bass Pro Shops and Hobie were both born out of humble beginnings. Johnny Morris started Bass Pro Shops from just an 8-square-foot space in the back of his father's liquor store in Springfield, Missouri, in 1972. Six years later, in 1978, Johnny revolutionized the marine industry when he introduced the BASS TRACKER®, the first-ever nationally marketed pre-rigged boat, motor and trailer package. Johnny made this complete package with everything anglers needed available at the remarkable affordable price of only \$2,995. BASS TRACKER was like the Model T of fishing boats, offering unmatched quality and value. Overnight, owning a boat became more affordable than ever and TRACKER quickly became and has remained the world's best-selling fishing boat for the last 47 years running.



Bass Pro Shops founder Johnny Morris preparing for a bass fishing tournament in the early 1970s

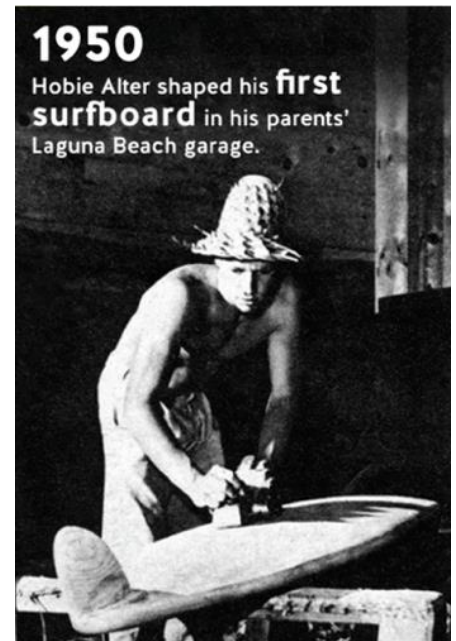
The very first advertisement for the original BASS TRACKER in 1978

Hobie Alter launched his company in 1950 in his parents' garage, handcrafting a surfboard and launching his dreams. Over the past 75 years, the late Hobie Alter built his reputation on a relentless focus on quality and innovation, holding more than 20 revolutionary patents that showcase his commitment to advancing watercraft design. From pioneering pedal-driven kayaks to continually refining performance and comfort, Hobie products

embody ingenuity and craftsmanship, delivering reliable experiences for every adventure on the water.

Hobie Alter's dream started with surfboards and Southern California's first surf shop, evolving to sailboats and iconic kayak offerings.

With an unrelenting vision that created a new way of life and a new way of looking at our world on the water, Johnny Morris and Hobie Alter have made a worldwide impact on the marine industry that will live on forever.



The return of Hobie production to the U.S.A., in its new home near Bass Pro Shops and White River Marine Group's birthplace in the Missouri Ozarks, marks an exciting new chapter. Rooted in a region celebrated for its rich outdoor heritage and skilled craftsmanship, this move ensures Hobie products will continue to embody quality, innovation and a true passion for life on the water.

All proudly made in the U.S.A., White River and Hobie boats are sold worldwide in over 70 countries, including: USA, Canada, Australia, Austria, Belgium, Bulgaria, Cayman Islands, China, Columbia, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany,

Greece, Guadeloupe, Guam, Hungary, Iceland, India, Israel, Ireland, Italy, Japan, Jordan, Kuwait, Lithuania, Luxembourg, Malta, Mauritius, Mexico, Morocco, Montenegro, New Zealand, Norway, Philippines, Poland, Portugal, Qatar, Romania, Saudi Arabia, Seychelles, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, St. Pierre & Miquelon, Suriname, Sweden, Switzerland, The Netherlands, Turkey, Taiwan, Tahiti, Thailand, Turkey, Ukraine, United Kingdom, UAE and Zambia.

Hobie's Industry-Leading Global Dealer Network Is Now Supported with the Unmatched Marketing Resources of Bass Pro Shops

White River Marine Group's extensive dealer network has long been a cornerstone of its success, built on decades of strong relationships and unwavering support. Dealers have been trusted partners since the company's earliest days, helping deliver the highest-quality boats and customer service to communities across the country and around the world. With a shared commitment to excellence, White River Marine Group continues to invest in its dealers, providing tools, resources and unmatched marketing support they need to grow their businesses and ensure customers create happy on-the-water experiences for generations to come.

COMMITTED TO THE FUTURE WITH AN UNWAVERING, STEADFAST COMMITMENT TO CONSERVATION! For more than the past decade, **Johnny Morris and Bass Pro Shops have donated more than 10% of earnings to support conservation.** Noted conservationist and Audubon Medal recipient Johnny Morris, has worked tirelessly alongside fellow anglers and conservationists and dealers to advance a shared conservation mission.

"Uniting with Hobie is a very proud day in our company's history. We extend Hobie Dealers a warm welcome to our White River Family. We are deeply committed to Hobie and supporting its dealer network as we embark on a very bright future together!" said Johnny Morris, Founder and Lead Outfitter, and Bryan Niketh, President Manufacturing at White River Marine Group.

"We're proud to see Bass Pro Shops and White River Marine Group deepening their commitment to Missouri through this expansion," said Governor Mike Kehoe. "This investment is strengthening the community of Lebanon while contributing to Missouri's reputation as a prime destination for both business and outdoor adventure."



A movie about the proud history of White River Marine Group and Hobie
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