

A white Sea Ray speedboat is shown from a side-rear perspective, floating on a calm lake. The boat has two large white Mercury outboard motors at the stern. The interior seating is visible, and a person is at the helm. The background features a sunset with a bright sun low on the horizon, casting a golden glow over the water and sky. The sky is filled with soft, orange-tinted clouds. In the distance, a range of low mountains is visible across the water.

Sea Ray

DISCOVER

SUMMER SALES EVENT

YOUR ESCAPE

DEALER MARKETING ASSETS | Q3 2026

Table of Contents

This resource contains guidance for promoting the Sea Ray Q3 “Summer Escape” sales promotion across the following channels:

- Social Media: Organic and Paid
- Email
- Website

Additional materials include:

- “Discover Your Escape Summer Sales Event”
Logo Lockup files



Summer Escape Logo Lockup: To Paste Over Your Own Assets



Tip: Download black or white versions of the “Summer Escape” logo lockup to add to you own image, video, or email assets

Sea Ray®

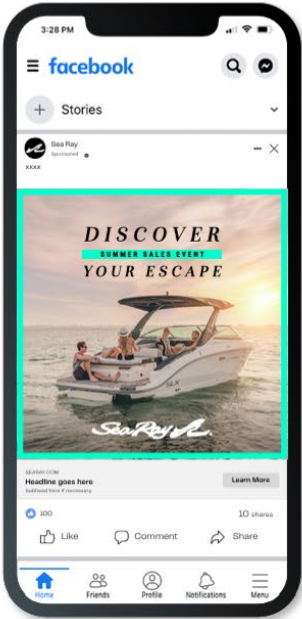
DISCOVER

SUMMER SALES EVENT

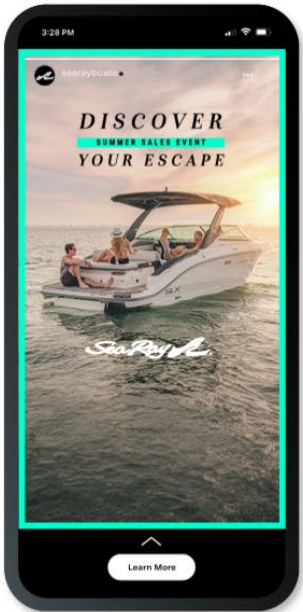
YOUR ESCAPE

SOCIAL MEDIA ASSETS

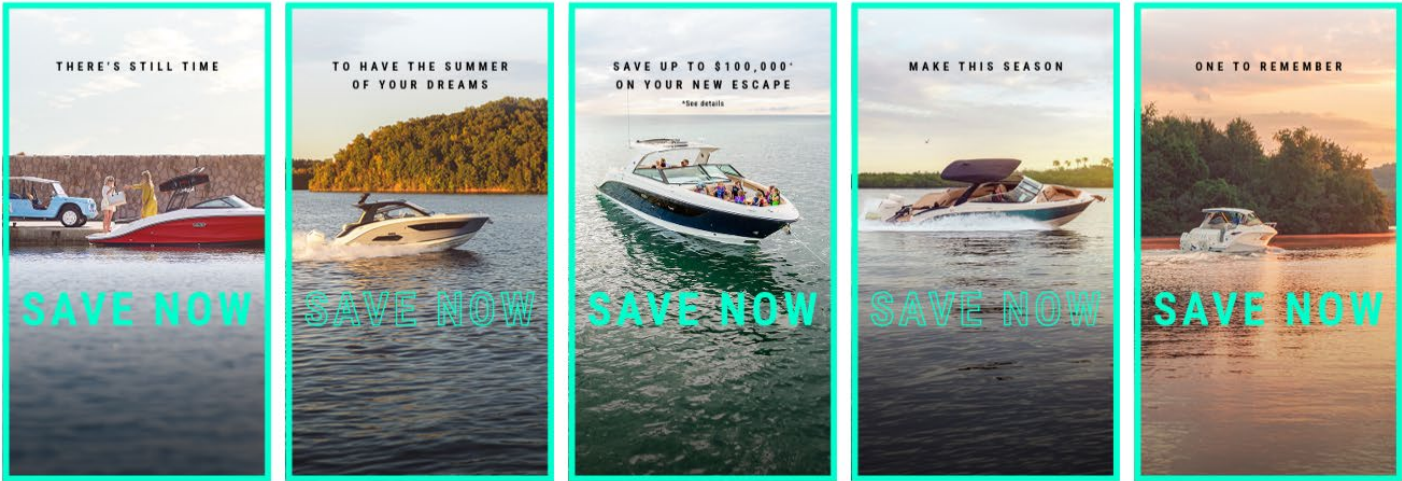
Social Media Assets: Carousel 1



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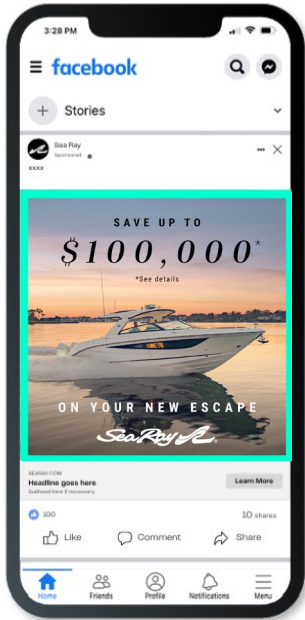


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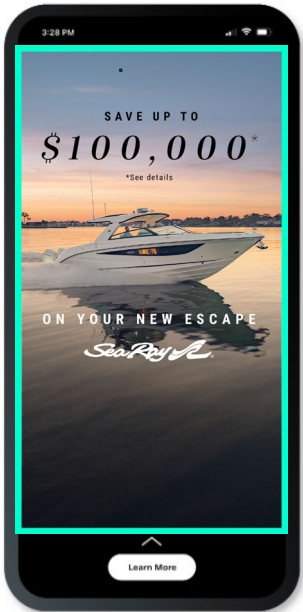


Social Media Assets: Carousel 2

Note: These files can be used as a carousel or as individual static image posts



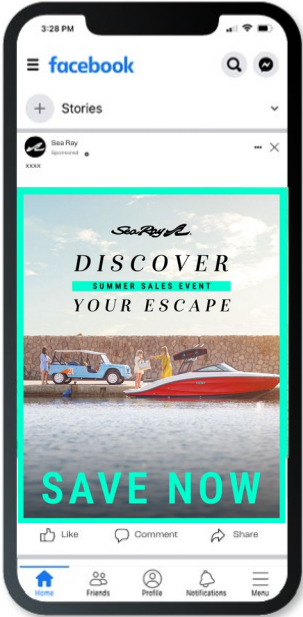
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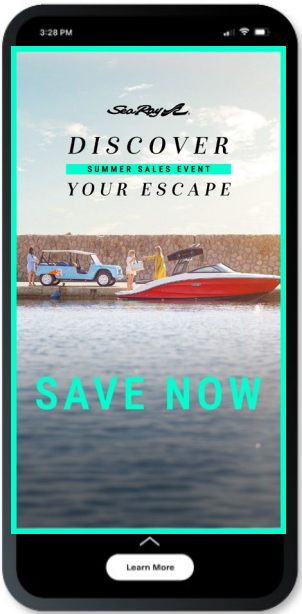
SIZE: 9X16

Social Media Assets: Carousel 3

Note: These files can be used as a carousel or as individual static image posts



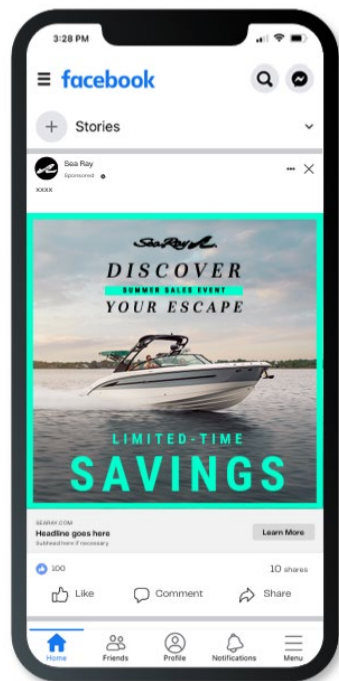
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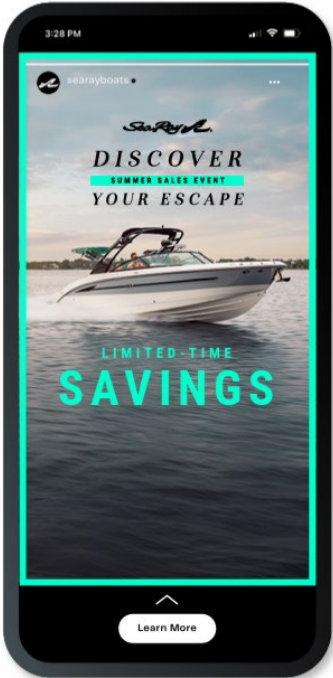
SIZE: 9X16



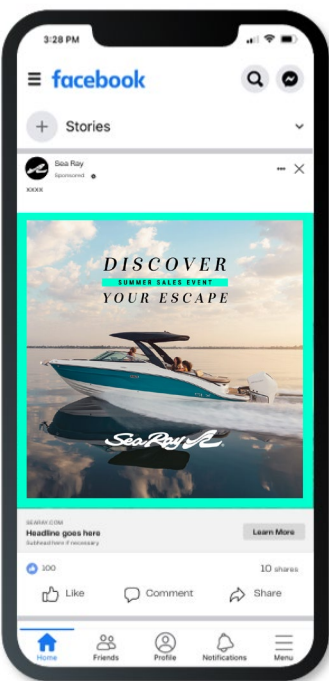
Social Media Assets: Static Posts 1 and 2



SIZE: 1X1



SIZE: 9X16

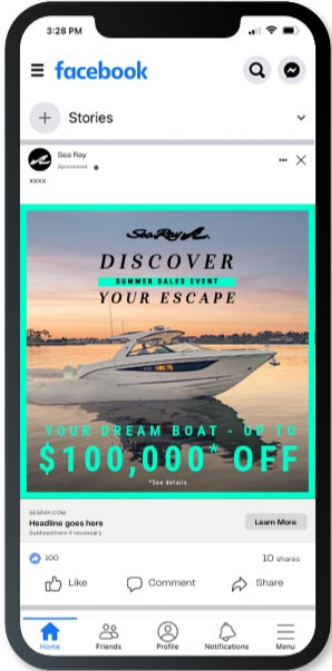


SIZE: 1X1



SIZE: 9X16

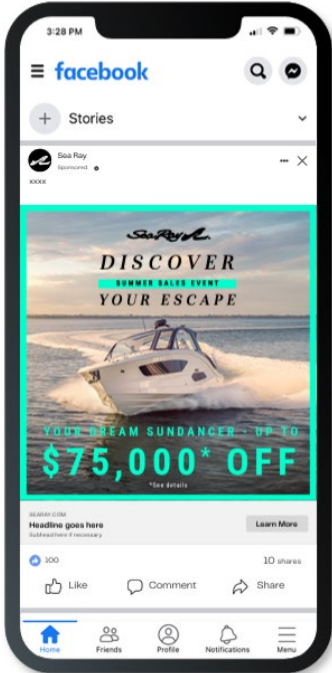
Social Media Assets: Static Posts 3 and 4



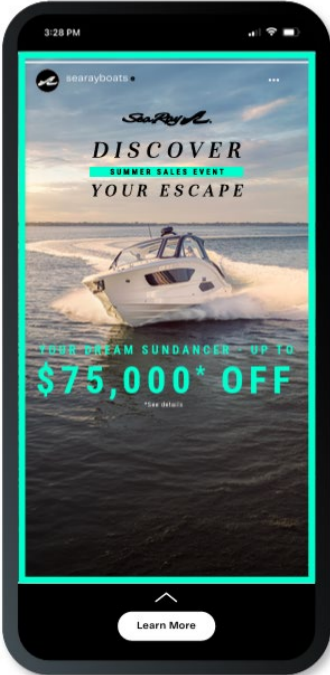
SIZE: 1X1



SIZE: 9X16



SIZE: 1X1



SIZE: 9X16

Social Media Assets: Copy Bank

Messaging: Up to \$100,000 off

- Make the most of summer on the water while there's still time. Find your dream Sea Ray and save up to \$100,000. Visit us to explore available models.*
*See details
- Up to \$100,000 in savings could put sun-soaked weekends, open-water escapes and effortless luxury within reach. Find your Sea Ray with us today.*
*See details
- Feel the rush. Sink into comfort. Take in the wide-open views. Save up to \$100,000 on select Sea Ray models available now.* *See details
- Ergonomic comfort. Sleek silhouettes. Tech-forward helms. Step aboard a Sea Ray and save up to \$100,000 for a limited time.* *See details
- Turn every sunset and wide-open weekend into an unforgettable escape. Find your dream Sea Ray and save up to \$100,000.* *See details
- The best part of summer is still ahead. Find the Sea Ray that fits your lifestyle and save up to \$100,000 for a limited time.* *See details
- Your summer escape starts here. Explore our available Sea Ray models and save up to \$100,000 on select boats.* *See details
- The boat you've been dreaming about could be closer than you think. Save up to \$100,000 on select Sea Ray models for a limited time.* *See details
- One boat. Endless ways to spend summer. Find the Sea Ray built for your kind of escape and save up to \$100,000.* *See details
- Make this the summer you stop dreaming about boat ownership and start living it. Find your Sea Ray and save up to \$100,000.* *See details

Messaging: Summer savings, no specific discount value mentioned

- There's still plenty of summer left to spend on the water. Shop Sea Ray and enjoy limited-time savings on select models.
- Sun-soaked weekends and open-water escapes are closer than you think. Explore available Sea Ray models and limited-time summer savings.
- Your next sunset cruise could be closer than you think. Shop our available Sea Ray models and take advantage of the biggest savings of the season.
- More weekends. More sunsets. More time on the water. Find your Sea Ray and take advantage of limited-time summer savings.
- Ready to own the water? Step aboard a Sea Ray and discover limited-time savings on select models available now.
- Don't let another summer weekend pass you by. Find your Sea Ray and start making more of every moment on the water.
- From spontaneous sunset cruises to all-day adventures, summer looks better from a Sea Ray. Shop available models and limited-time savings.
- Summer isn't over—and neither is your chance to make it unforgettable. Explore our Sea Ray inventory and limited-time savings today.
- Your next escape doesn't require a plane ticket. Find your Sea Ray, leave the dock and make more of summer.
- There's still time to upgrade your summer. Explore Sea Ray models available now and take advantage of limited-time savings.

Social Media Assets: Copy Bank

Messaging: Savings by model family

SPX — Save up to \$2,500*

- Your summer on the water starts here. Save up to \$2,500 on select Sea Ray SPX models for a limited time.* *See details
- Easygoing days. Spontaneous escapes. Endless summer potential. Save up to \$2,500 on select Sea Ray SPX models.* *See details
- Ready when the water calls. Find your Sea Ray SPX and save up to \$2,500 for a limited time.* *See details
- Make more of every weekend with Sea Ray style, comfort and versatility. Save up to \$2,500 on select SPX models.* *See details
- The water is waiting. Step aboard a Sea Ray SPX and save up to \$2,500 during the Summer Escape Sale.* *See details

SDX — Save up to \$15,000*

- Built for full days, full crews and more time on the water. Save up to \$15,000 on select Sea Ray SDX models.* *See details
- Bring everyone aboard. Save up to \$15,000 on select Sea Ray SDX models and make more of every summer weekend.* *See details
- More room to relax. More ways to enjoy the water. Save up to \$15,000 on select Sea Ray SDX models.* *See details
- Your crew. Your plans. Your summer escape. Find your Sea Ray SDX and save up to \$15,000 for a limited time.* *See details
- Designed for all-day comfort and unforgettable days on the water. Explore Sea Ray SDX models and save up to \$15,000.* *See details

Sundancer — Save up to \$75,000*

- Extend the day. Escape for the weekend. Save up to \$75,000 on select Sea Ray Sundancer models.* *See details
- Why head home when you can stay on the water? Save up to \$75,000 on select Sea Ray Sundancer models.* *See details
- From sun-soaked afternoons to evenings under the stars, make every escape last longer. Save up to \$75,000 on select Sundancer models.* *See details
- Your weekend escape just found a new destination. Explore Sea Ray Sundancer models and save up to \$75,000.* *See details
- More time aboard. More ways to escape. Find your Sea Ray Sundancer and save up to \$75,000 for a limited time.* *See details

SLX — Save up to \$100,000*

- Elevate every moment on the water. Save up to \$100,000 on select Sea Ray SLX models for a limited time.* *See details
- Sophisticated design. Premium comfort. Unforgettable escapes. Save up to \$100,000 on select Sea Ray SLX models.* *See details
- The water looks different from an SLX. Step aboard and save up to \$100,000 on select models.* *See details
- Make no compromises on the water. Explore Sea Ray SLX models and save up to \$100,000 during the Summer Escape Sale.* *See details
- Your most elevated summer yet starts here. Find your Sea Ray SLX and save up to \$100,000 for a limited time.* *See details

Social Media Assets: Copy Bank

Headline options: (27 characters or less)

SUMMER ESCAPE SALE
LIMITED-TIME SUMMER SALE
FIND YOUR SEA RAY
YOUR ESCAPE STARTS HERE
OWN THE WATER
MAKE MORE OF SUMMER
SUMMER ISN'T OVER
FIND YOUR SUMMER ESCAPE
STEP ABOARD
YOUR SEA RAY AWAITS
GET ON THE WATER
SAVE UP TO \$100,000*
MORE SUMMER STARTS HERE
DON'T MISS THE BOAT
UPGRADE YOUR SUMMER
MAKE YOUR ESCAPE

Description options: (25 characters or less)

Save up to \$100,000*
Shop available Sea Ray models
Find your Sea Ray
Limited-time summer savings
Explore available models
Your escape starts here
Get on the water
Summer savings are here
Shop Sea Ray today
Don't miss these savings
Find yours today
Start your escape
Savings end soon
Make more of summer
Step aboard a Sea Ray

Social Media Assets: Facebook Cover Images

Facebook Cover



Sea Ray

DISCOVER

SUMMER SALES EVENT

YOUR ESCAPE



EMAIL ASSETS

Email: Images

16:9 Standard Email Header



MMAV Specific (650x310px)



MMAV Specific V2 (650x310px)



Side-by-side Email Touts (644x400px)



Full-Width Email Touts (600x270px)



Email Banner



Email: Copy

Email 1

Subject line (40c) & preheader (70c) options:

SL1: Your best boating days are still ahead
PH1: Explore Sea Ray models and get on the water before the season passes.

SL2: Don't let this summer slip away
PH2: Save on Sea Ray and turn this season into something unforgettable.

Body copy:

Hi [Customer Name],

Summer always seems to go faster once it hits its stride, doesn't it? Luckily, Sea Ray's Summer Escape Sales Event is the perfect chance to make more of the weeks ahead while conditions are at their best and make this season one to remember.

Built for comfort, effortless performance, and time well spent with the people who matter most, Sea Ray boats are designed to turn any day into something you'll want to repeat. And right now, the Summer Escape Sales Event offers a limited-time opportunity to step into the lineup with exclusive seasonal savings.

If you've been thinking about getting out on the water, we'd love to help you explore options, check availability, or schedule a walkthrough or test ride. Please reach out anytime.
We look forward to working with you!

Kind regards,
[Dealer Name]

*See our dealership for more details.

Email 2

Subject line (40c) & preheader (70c) options:

SL1: If you've been thinking about a Sea Ray...
PH1: this is your moment. Limited-time savings are happening now!

SL2: Are you ready to live the Sea Ray life?
PH2: The Summer Escape Sales Event is the perfect time to start.

Body copy:

Hi [Customer Name],

If this is the summer you've been thinking about upgrading your time on the water, this is your moment to act.

Sea Ray's Summer Escape Sales Event is underway, with limited-time savings available on select models. With peak boating conditions here and more great weekends ahead, there's plenty of time to enjoy the season.

When you're on a Sea Ray, every outing feels like an escape, whether it's a quick afternoon run or a full day with friends and family. We're here to help you find the right model, walk through features, and get you behind the helm as soon as possible.

Reach out anytime to explore current inventory or schedule a test ride.

Sincerely,
[Dealer Name]

*See our dealership for more details.

Email 3

Subject line (40c) & preheader (70c) options:

SL1: Major savings on Sea Ray end soon
PH1: Don't miss this opportunity to bring your dream boat home.

SL2: Last chance to save on Sea Ray
PH2: The Summer Escape Sales Event ends soon. Don't miss it!

Body copy:

Hi [Customer Name],

There are only so many great boating days left in the season, and Sea Ray's Summer Escape Sales Event is your chance to make the most of them.

For a limited time, exclusive savings are available across the Sea Ray lineup, but as summer moves forward, inventory becomes more limited.

If you've been waiting for the right time, this is it. Getting on the water now means more opportunities to enjoy what's left of the season, and we're here to help you move quickly.

Connect with us today to explore what's available, find the right fit, and take advantage of this limited-time opportunity.

Sincerely,
[Dealer Name]

*See our dealership for more details.



Sea Ray

DISCOVER

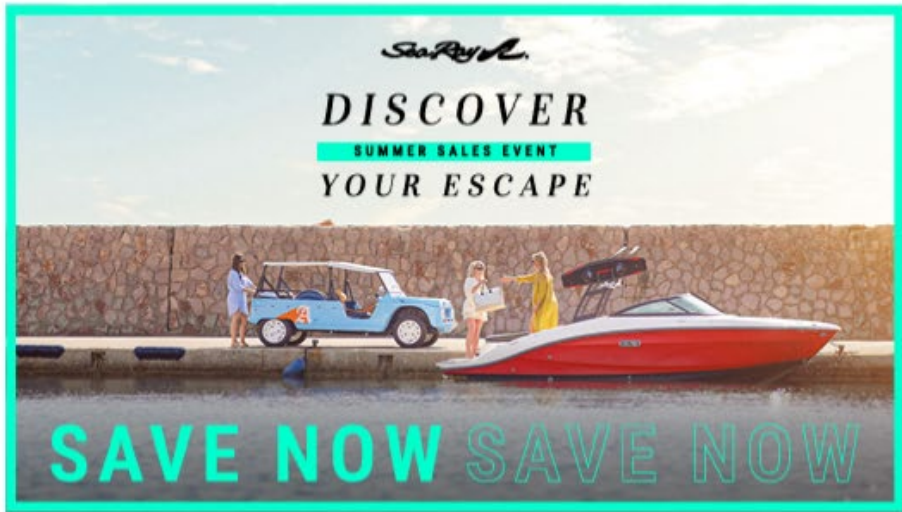
SUMMER SALES EVENT

YOUR ESCAPE

WEBSITE ASSETS

Website: Image Set 1

16:9 - with Text



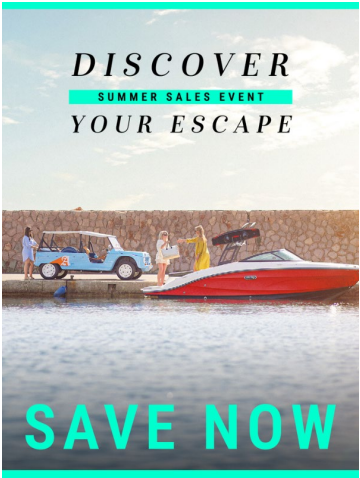
16:9 - Image Only



1440x400



Mobile



Website: Image Set 2

General - 800x470 with text



General - 800x470 no text



Mobile



1440x400

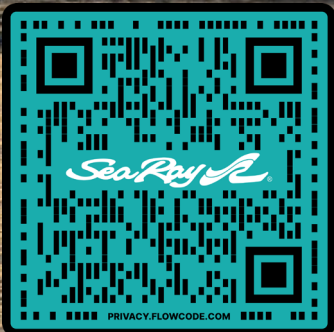




DISCOVER

SUMMER SALES EVENT

YOUR ESCAPE



Are there other assets you need to successfully promote the “Summer Escape” sales promo?

< Scan the QR code and let us know!