

Dealer 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.