

HOBIE CAT COMPANY PROFILE

Who We Are

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What We Do

Since 1950, Hobie Cat Company has been in the business of shaping a unique lifestyle based around fun, water, and quality products. From our headquarters in Oceanside, California, we manufacture, distribute, and market an impressive collection of watercraft worldwide. These include an ever-expanding line of recreational and racing sailboats, pedal-driven and paddle sit-on-top kayaks, fishing boats, and authorized parts and accessories.

History

In 1950, Hobart "Hobie" Alter founded his company to bring together his two loves, wood shop and water. After a few years Hobie and fellow surfer Gordon Clark began experiments making surfboards out of foam and fiberglass. These surfboards were lighter, faster, and more responsive than anything else in the water. During the 1960s, while the Beach Boys were making records, Hobie's surf team riders were setting them.

In 1967, Hobie designed the Hobie 14 catamaran and revolutionized the sailing world. Hobie wanted to make a boat that could easily be launched into the surf from the beach, sailed, and brought back through the surf. It was this 14-foot fiberglass catamaran that single-handedly changed the course of sailing. In 1969 Hobie released, or rather unleashed, the Hobie 16, the most popular catamaran ever. It is one of the largest competitive sailboat classes in the world. Demand skyrocketed, production cranked up, and Hobie became an icon in the field of watersports. There are well over 100,000 Hobie Cats around the world, many as part of fleets and regattas, and others for pure fun and enjoyment.

Hobie's inspiration continues with the current line of technically advanced sailboats, kayaks, and unique fishing watercraft.

Key Contacts

Doug Skidmore - President
Greg Ketterman - Vice President of Design
Ruth Triglia - Vice President of Sales
Dan Mangus - Director of Marketing
Ingrid Niehaus - Public Relations

