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Viking Announces New Dealer

Riviera Beach, Fla. – Jan. 30, 2026 – The Viking Yacht Company announced today that Delmarva Marine Group is its new authorized dealer for Viking Yachts and Valhalla Boatworks, serving Maryland, the Chesapeake Bay region, and sharing Delaware. The new dealership will officially launch during the Viking and Valhalla VIP Boat Show, Jan. 30–31, at the Viking Yacht Service Center in Riviera Beach, Fla.

Based in Ocean City, Md., Delmarva Marine Group is a newly formed dealership founded by Jon Duffie, Founder and President of Duffie Boatworks, along with his brother Jeremy Duffie, and John Prather, a yacht broker and former fishing guide who will serve as director of operations and head broker. While closely affiliated with Duffie Boatworks, Delmarva Marine Group operates as a separate entity dedicated to yacht sales and brokerage for Viking and Valhalla.

“It’s imperative to have the right people, and Jon and Jeremy Duffie have the experience and mindset to do it right,” said Viking President and CEO Pat Healey. “They understand our boats, our customers and this industry.”

The appointment formalizes and expands upon a relationship that has existed for years. Duffie Boatworks has long serviced Viking yachts in the Ocean City area, supporting both new and legacy boats throughout the region.

“This wasn’t something we went looking for – it was a natural progression,” said Jon Duffie. “We already service a lot of Viking customers here. When the opportunity opened up in this region, it made sense to grow into it the right way.”

Delmarva Marine Group’s sales office is located on Sunset Avenue in Ocean City. Viking and Valhalla inventory and service operations will be based at Sunset Marina, an established partner where Duffie Boatworks maintains a long-standing service presence.

All facilities are centrally located within a compact area, allowing sales, service and customer support to operate efficiently.

Duffie Boatworks operates out of a 25,000-square-foot construction facility and employs approximately 60 boatbuilders. Service operations include 10 technicians working daily, supported by an 85-ton marine Travelift capable of hauling yachts up to 82 feet, along with infrastructure to support Valhalla's outboard-powered models. The company is also an authorized Seakeeper dealer, servicing the full range of systems found aboard Viking yachts.

"Service is a huge part of this," Duffie said. "We're already familiar with the systems that go into these boats. The plan is to keep investing in training and people so Viking and Valhalla owners get the level of support they expect."

Prather brings more than a decade of experience in the marine industry, including five years as a yacht broker following a successful career as a full-time inshore and offshore fishing guide.

"Jon and I have known each other since we were about 20 years old," Prather said. "We worked together for years, we've fished together and we've both built businesses in this industry. When Viking became available in this region, it created an opportunity that made sense for both of us."

While Duffie Boatworks is best known for custom sportfishing yachts, Duffie said the new dealership complements rather than competes with Viking's production models.

"Custom and production serve different customers," said Duffie. "Viking builds an incredible product with scale and consistency," said Duffie. What we bring is regional knowledge, service capability and relationships that are already in place."

"You can't have a strong dealership without strong service behind it," Healey said. "That's what gives us confidence in Delmarva Marine Group."

Delmarva Marine Group plans to begin operations immediately following the VIP Boat Show, with initial sales already underway. The dealership will represent both Viking and Valhalla from the outset, with plans to expand inventory, staffing and facilities over time.

"Our goal is to take care of Viking and Valhalla owners the same way we take care of our custom clients," Duffie said. "We're already here, we're already doing the work and this allows us to do it with factory backing."

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