

Johnson's Boats & Motors Expands Sales, Rentals, and Technical Services

October 14, 2026

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Johnson's Boats & Motors today announced a formal operational expansion to its marine sales inventory, rental fleet, and technical service department at its primary facility located at 524 Underwood Avenue in Montello, Wisconsin.

The comprehensive expansion includes an increased allocation of multi-passenger pontoon vessels, expanded seasonal rental options, and enhanced technical service capacity designed to meet rising freshwater recreation demand across Marquette County and the surrounding central Wisconsin waterways. This operational scaling reflects growing regional engagement in recreational boating and addresses the heightened demand for both private vessel ownership and accessible, short-term watercraft rentals during peak seasonal periods.

To accommodate this heightened regional demand, the dealership has significantly expanded its physical showroom and lot availability with new pontoon boats for sale in Montello, WI. The expanded inventory features a broad array of deck layouts and sizing options ranging from versatile 18-foot models to spacious 22-foot vessels. Available configurations cater to diverse aquatic activities and group sizes, offering dedicated fishing setups with specialized seating, multi-person cruising layouts designed for group entertaining, combined fish-and-cruise designs, and specialized water sports packages equipped with integrated splash pads.

Alongside the retail inventory additions, the company has expanded its seasonal rental program to serve temporary visitors, seasonal residents, and local families seeking recreational access without long-term ownership commitments. The updated rental fleet includes 18-foot, 20-foot, and 22-foot pontoon vessels engineered to safely accommodate groups ranging from eight to twelve passengers. To further enhance the outdoor recreational experience on nearby lakes and rivers, these rental packages can be paired with complete towable tubing equipment, safety gear, and aquatic accessories.

The operational expansion also focuses heavily on improving turnaround times for seasonal watercraft

maintenance, winterization procedures, and general customer service inquiries. By increasing on-site stock levels of essential replacement components and dedicating additional service bay resources during peak boating months, the facility aims to support both long-time local watercraft owners and visiting seasonal boaters throughout the multi-county lakes region, minimizing downtime during the summer season.

In tandem with retail and rental growth, Johnson's Boats & Motors has scaled its technical service infrastructure to provide complete post-purchase support and routine mechanical care. The dealership's modern service facility handles diagnostic evaluations, complex mechanical repairs, engine overhauls, and routine preventative maintenance operations. Technical personnel hold active manufacturer certifications from leading marine brands, including Mercury Marine, Briggs & Stratton, Johnson, and Evinrude (BRP). Furthermore, the facility operates as an authorized Minn Kota service dealer, managing specialized repairs, warranty service, and component replacements for trolling motors and integrated marine navigation electronics.

Beyond direct mechanical servicing and vessel sales, the facility maintains an extensive inventory of original equipment manufacturer (OEM) replacement parts and distributes advanced shoreline maintenance equipment. Among these offerings is the AquaThruster water agitation system, a specialized device utilized by waterfront property owners for aquatic weed management, bottom muck reduction, and floating debris control around docks and swimming areas. To ensure comprehensive year-round care, the business also offers secure, climate-protected indoor winter storage options that shield recreational vessels from extreme winter conditions during the off-season.

Prospective buyers, local property owners, and regional boating enthusiasts seeking new pontoon boats for sale in Montello, WI can view the expanded inventory, inquire about seasonal rental availability, and schedule technical service appointments on-site at the Montello facility or through the company's official web portal.

About Johnson's Boats & Motors: Established in 1980, Johnson's Boats & Motors is a family-owned marine dealership located in Montello, Wisconsin. Drawing on decades of collective marine experience, the dealership provides new and pre-owned pontoon boat sales, seasonal rentals, factory-certified technical service, marine parts distribution, shoreline management equipment, and secure winter storage services to Marquette County and surrounding Wisconsin communities.

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