



FOR IMMEDIATE RELEASE

Contact: Traci Davis  
Phone: 386.409.6419  
Email: [tdavis@whaler.com](mailto:tdavis@whaler.com)

***New technology a focal point of Boston Whaler's Miami Boat Show displays***

**Edgewater, Fla. (Feb. 12, 2019)** — Boston Whaler's commitment to innovation and excellence will be on full display at the Miami International Boat Show, coming to the Miami Marine Stadium Park & Basin from February 14–18. With large displays at two locations and more than 20 models available for viewing — including 2 all-new for 2019 — Whaler will have something for every boating fan.

“Now more than ever, Boston Whaler is invested in technology that makes boating easier, safer and more enjoyable,” said Vice President of Sales, Marketing and Customer Service Jeff Vaughn. “We're eager for our customers to discover the many breakthroughs spanning our lineup. The Miami Boat Show is a prime opportunity for boaters to engage with our products.”

Exciting advancements across the lineup include the latest propulsion options from Mercury Marine, including the new V8 and V6 FourStrokes; the innovative gyro-stabilization powers of Seakeeper, a feature on many larger Whalers that virtually eliminates boat roll and the seasickness it can cause; and the impressive remote-monitoring capabilities of NAUTIC-ON. Through Boston Whaler's powered-by-NAUTIC-ON app, boaters will have the ability to view their boat's key components remotely, receive alerts and share diagnostics with their preferred service provider, lending added peace of mind.

Another noteworthy attraction at Boston Whaler's Uplands location will be the new 130 Super Sport and 160 Super Sport, making their Miami debut. Redesigned from the keel up for 2019, these nimble and spacious models offer an array of features

designed to maximize utility and fun.

At Whaler's on-water display, a wide range of popular models will be available to step aboard, including the new 380 Realm. Like the Innovation Award-winning 350 Realm, the 380 combines the best of a cabin cruiser and a center console to create an entirely new onboard experience. And of course, the "Expedition-Grade" Realm delivers the unbeatably smooth ride and cutting-edge technology that are hallmarks of the Whaler name.

Additional models at the show will include the Innovation Award-winning 230 Vantage and 345 Conquest, the versatile 270 Dauntless, the 380 Outrage and many more. Plus, Boston Whaler's Augmented Reality station will be open to all show attendees, allowing them to configure a virtual 170 Montauk through the use of an AR headset.

With the recent announcement of the Brunswick Fiberglass Boat Technology Center (BFBTC), Boston Whaler has laid the groundwork to continue and even accelerate its trajectory of leadership. Slated to open this fall on the campus of Whaler's Edgewater headquarters, the BFBTC facility will be home to the industry's most formidable product development team, with a mission to launch innovative new products for both Boston Whaler and Sea Ray.

"We're incredibly proud of the developments we've made as a company in recent months and will continue to make for the foreseeable future," said President Nick Stickler. "Our commitment to providing boaters with a seamless on-water experience remains our priority and inspires us to keep raising the bar in all that we do."

- # # # -

## **About Brunswick**

Headquartered in Mettawa, Ill., Brunswick Corporation's leading consumer brands include Mercury Marine outboard engines; Mercury MerCruiser sterndrive and inboard packages; Mercury global parts and accessories including propellers, and SmartCraft electronics; Power Products Integrated Solutions; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts; Land 'N' Sea, BLA, Payne's Marine, Kellogg Marine &

Lankhorst Taselaar marine parts distribution; and Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

### **About Boston Whaler**

For more than 60 years, Boston Whaler has been building superior quality unsinkable runabouts, cruisers and center console boats. Founded in 1958 and currently headquartered in Edgewater, Fla., the company's unique foam-cored construction process contributes not only unsurpassed flotation, but also superior ride characteristics and durability. The current product line ranges from 11 to 42 feet and is distributed around the world by a network of exceptional dealers. For more information about The Unsinkable Legend™, please visit [www.bostonwhaler.com](http://www.bostonwhaler.com). Boston Whaler is owned by Brunswick Corporation, the leading marine manufacturer in the world.