



Boston Whaler® Launches New 170 Super Sport

Edgewater, Fla. (June 4, 2010) – Building on the success of the groundbreaking 130 and 150 Super Sports, Boston Whaler, “The Unsinkable Legend™”, announces the release of the new 170—the fastest, most spacious and versatile Super Sport yet.

“The 170 is a natural extension of the Super Sport line,” said Ron Berman, Boston Whaler’s vice president of product development and engineering. “It’s a multipurpose boat. As the Super Sport models grow in size, not only do they get roomier, but they also have the ability to support more activities.”

The 170 is engineered with Whaler’s patented Unibond® system, which delivers the brand’s legendary unsinkability. Award-winning Whaler construction and the 170 Super Sport’s incredible versatility set it apart from other boats in its class—it can be used as a tender, a watersports machine or as a fishing platform. Plus, its sleek design makes it quite the head turner.

“We wanted the boat to look exciting on the water, at the showroom or just sitting on the trailer,” Berman said. “The styling and lines of the boat have a more dramatic look. We tried to make it something you’d walk up to and go, ‘Wow! That’s a good-looking boat.’”

The 170’s added space and impressive performance allow for an even greater range of possibilities. A standard dash glove compartment and watertight Pelican Case, a forward anchor locker, a custom-molded fiberglass side console with storage, and a portside storage shelf with storage net below, amount to an abundance of room to stow gear without compromising onboard space.

The optional 90-hp FourStroke Mercury engine (a 60-hp FourStroke comes standard) makes the boat an exceptional watersports platform. The 170 is ideal for an array of activities—including water-skiing and wakeboarding—and customers can even opt for a factory-installed wakeboard tower for the utmost watersports experience.

“We’ve developed a line of accessories that can be easily added to the boat by the dealer at the time of purchase or as upgrades afterward,” Berman said. An online store at www.whaler.com allows customers to view and purchase the accessories, and have them shipped to their local dealer. “The idea is that you buy the base boat today, but if in six months you want a color wrap or sport bucket seats, we make it easy to upgrade throughout the life of the boat.”

Beyond its broad functionality, the 170 Super Sport is simply an all-around performer. Against three of its top competitors in the market, the 170 had superior fuel economy at optimal cruising speed.

“It’s economical to operate, to purchase and to own in the long run, and Boston Whalers have fantastic resale value,” Berman added. “The 170 is purposefully engineered to provide the basic features needed for a great day on the water.”

For more information about Boston Whaler, visit www.bostonwhaler.com or for specific information about the 170SS, visit www.thenewlegend.com.



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About Boston Whaler

Founded in 1958 and headquartered in Edgewater, Fla., Boston Whaler is a business unit of Brunswick's Outboard Boat Group. Whaler is the leading manufacturer of unsinkable family fishing boats 11 to 37 feet. For more information on The Unsinkable Legend™, please visit www.bostonwhaler.com.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"(TM) in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Lowe, Lund, Meridian, Ornvik, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit <http://www.brunswick.com>.

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