October 20, 2022

Boston Whaler to highlight innovation and sustainability at the Fort Lauderdale Boat Show

Boston Whaler announced today it will showcase new product innovation, sustainability and its exceptional owner experience at this year's Fort Lauderdale International Boat Show, held at the Bahia Mar Yachting Center, October 26 to 30, 2022. The Boston Whaler on water display will highlight 15 models ranging from 13- to 42-feet, including the new 360 Outrage and 280 Dauntless, which will be making their Fort Lauderdale Boat Show debuts.

The 360 Outrage, launched in February of this year, is the culmination of Boston Whaler excellence. Designed from the keel up to maximize space and functionality, the 360 Outrage redefines what it means to be an offshore center console vessel, with cutting-edge technology and a tremendous amount of flexibility. The 280 Dauntless, launched in August of this year, represents the completion of Boston Whaler's iconic, multifunctional center console bay boat series. True to its family name, this newest model empowers boaters to adventure fearlessly and explore uncharted territory with confidence.

Among the displays highlights will also be an exhibition, showcasing Boston Whaler's sustainability efforts. In addition to informational displays and visual representations of recyclable materials, visitors can also see the bow of a boat constructed of recyclable materials. This is a portion of a craft announced by Brunswick Boat Group in February of this year as a part of Brunswick's enterprise-wide sustainability program and is expected to allow for hull and structural components to be fully recycled at end of life and reintroduced into the production processes. This will be the first prototype on display.

Representatives will be on hand to share additional details of the new models, new technology and design elements and answer questions about the Brunswick ACES strategy of Autonomy, Connectivity, Electrification and Shared access and how it applies to the Boston Whaler brand. In addition, to enhance the experience for current owners of a Boston Whaler, guests can enjoy a private, VIP experience throughout the days of the Show.

"This has been an exceptional year so far for Boston Whaler," said Boston Whaler President Kris Neff. "We have committed to elevating the ownership experience of what is already an iconic brand with new models, materials and construction processes. We look forward to welcoming visitors to our Fort Lauderdale Boat Show display and are eager to share what exciting developments we have in store for the future."

Boston Whaler's exhibit is located at Dock C - #300-314. For more information on the Boston Whaler 360 Outrage, Dauntless 280 or to learn more about the entire range of Boston Whaler's line of performance boats, visit www.bostonwhaler.com.