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BRUNSWICK

Lund® Launches Pro-V 2023 Model Line

New York Mills, Minn. – Lund® Boats, a leading manufacturer of aluminum and fiberglass fishing boats, announced today the redesign of its iconic Pro-V series. First launched in 1988, the Pro-V is celebrating its 35th anniversary with this refresh, which includes a consolidation of features previously found in the Pro-V Limited line and consists of the Pro-V 1875, 1975, 2075 and 2175. The Pro-V has been a best-selling model for more than three decades and is synonymous with Lund's reputation for superior engineering and timeless craft design.

The 2023 Pro-V offers a high-end aesthetic with premium features, such as wood-free construction, stainless hardware and full-length LED interior lighting. Constructed with a fishing-first design philosophy, the layout of the Pro-V includes a new aft deck with integrated jump seats, a wider bow deck for more fishing space and a roomy cockpit that comfortably seats more passengers. All 2023 Pro-Vs come equipped with a 14-gallon bow livewell and a 31-gallon aft livewell, as well as amenities to support a full day on the water, such as an integrated, insulated cooler and improved rod, tackle and gear storage. Exciting new features include consoles with a flat mounting surface for dual multifunction displays and wireless phone charger options.

"The 2023 Pro-V lineup represents a revitalization of our flagship model and a new era for Lund setting the standard for function, design and fishability," said Lenn Scholz, President, Lund Boats. "We're thrilled to officially launch the new Pro-V and are confident that our dealers, partners and customers will be equally as impressed with the newest lineup in the Lund family."

This new line will be available in four size options ranging from the 1875 Pro-V measuring 18-feet, 11-inches to the 2175 Pro-V measuring 21-feet, 10-inches. The Lund Pro-V series is powered by Mercury Marine with a 200 to 400 max horsepower rating depending on the model offering award-winning performance and reliability.

To learn more about Lund's full line of aluminum and fiberglass fishing boats, visit www.lundboats.com.

About Lund Boats:
Lund® has been producing aluminum and fiberglass fishing, sport, hunting, and utility boats in Minnesota's lake country since 1948, leading with products that exceed the demands of the most dedicated outdoorsmen. Howard Lund founded Lund® boats in 1948, with the goal of building the most durable and functional fishing boats in the nascent aluminum boat industry. Craftsmanship was the key to producing the highest quality boats, and from the beginning, our manufacturing principles have been to hire the best employees available to build the best boat possible with the best materials available. Over the decades, Lund has become the most revered name in aluminum boats, with resale values among the highest in the industry and boats that are passed from generation to generation. Today, the company thrives thanks to its reputation for quality fishing boats that last a lifetime and more.
www.lundboats.com

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; Navico Group, which includes industry-leading brands like MotorGuide, Attwood, Mastervolt, Blue Sea Systems and CZone; Mercury distribution including Land 'N' Sea, BLA, Payne's Marine, Kellogg Marine, and Lankhorst Taselaar; Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Crestliner, Cypress Cay, Harris, Heyday, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Boating Services Network, Freedom Boat Club and Boat Class. For more information, visit brunswick.com.

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