

DISCOVER  
BOATING®

MINNEAPOLIS  
BOAT SHOW®

**PROGRESSIVE®**

JANUARY 22-25, 2026



# 2026 SHOW GUIDE

## YOUR PARTICIPATING SUZUKI DEALERS

- ▶ BOATER'S OUTLET – 502B
- ▶ DAN'S SOUTHSIDE MARINE – 901, 1001
- ▶ HALLBERG MARINE – 302B
- ▶ HANNAY'S MARINE – 401
- ▶ RIVERVIEW SPORTS & MARINE – 902







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## THANK YOU SPONSORS!

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**PLANTS AND THINGS**  
**FURNITURE AND THINGS**



THE  
*Pets Table*



**AVALON**  
LUXURY PONTOONS

LeafFilter®  
GUTTER PROTECTION



**ALERA** **SEA DOO**  
MARINE GROUP

**NICCUM DOCKS**  
BUILT TO LAST

SHADY RAYS®



**PRAIRIE**  
ORGANIC SPIRITS

**T-Mobile**



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## Welcome to the Discover Boating® Minneapolis Boat Show® in partnership with Progressive®!

We're excited to kick off the 53rd edition of the Upper Midwest's premier boating event. It's great to have you with us! If you love boats and the boating lifestyle, you've come to the right place to escape winter for a few hours, explore what's new for 2026, and get inspired for summer and sunny days spent on the water.

What will you find at this year's show? For starters—an incredible lineup of new boats. So, whether you're looking for your first boat or your next boat, you'll have plenty of options to shop and compare (plus take advantage of show deals and incentives). And even if you're not planning to buy, it's fun to see the latest innovations and cutting-edge designs.

You'll also find a great selection of gear—accessories for all your favorite on-water activities and upgrades to enhance your time on the water. Not to mention items you didn't know existed, or realize you needed. Thinking about repowering your boat? You'll find every major engine manufacturer is represented on the show floor, so you can explore all your options.

Finally, to round out your day at the show, be sure to check out the attractions, interactive exhibits, and boating resources. Head to Fred's Shed How-To Center for daily seminars and DIY advice from the pros. Step into the New Product Room and get a first look at the gear and accessories debuting at this year's show. Enjoy the antique and classic boats display and be sure to check out the winners of the Minneapolis Innovation Awards to see the latest innovations in boat and marine products. When you need a break, swing by the Furniture & Things | Plants & Thinks Lake Lounge to enjoy a drink, live music and snacks. There really is something for everyone.

We hope you enjoy the show. See you out here!



**Darren Envall**  
*Show Manager*

***P.S. Be sure to check out [DiscoverBoating.com](https://DiscoverBoating.com) for boating tips, expert advice, resources and more.***

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ADVENTURE



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**BOOTHS 1802  
and 2103**

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# SHOW HIGHLIGHT



## Furniture & Things | Plants & Things Lake Lounge | **Space 803**

Step into a space where the sun is always out, the playlist hits just right, and the atmosphere is pure Minnesota. The Furniture & Things | Plants & Things Lake Lounge is an easygoing hang where you and your crew can kick back, catch up, and discover the best of boating—surrounded by hundreds of the hottest new boats in the market today.

Lounge in premium outdoor furniture from Furniture & Things, Amish-crafted in the U.S. from eco-friendly recycled materials and backed by a 20-year warranty—built for long days, good company, and life outside.

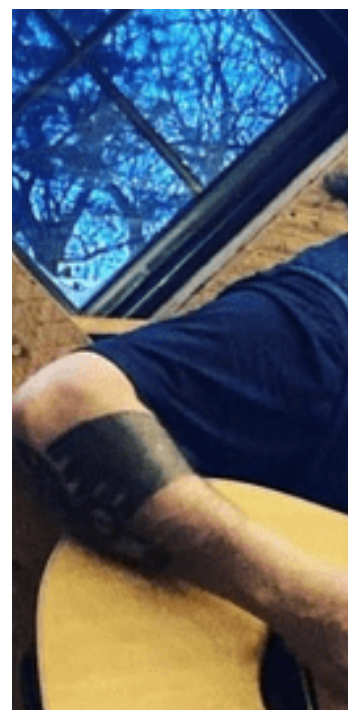
It's the perfect place to unwind and plot your next course after exploring the show—whether it's pondering your first or next boat purchase, meeting friends, or soaking up the laid-back boating vibes.

### **Musical Entertainment**

Enjoy the musical talents of local Minneapolis musician, Jackson Burns.

#### **Schedule:**

**THURSDAY: 3-7PM | FRIDAY: 4-7PM**  
**SATURDAY: 3-7PM**







## Antique & Classic Boat Display | Lobby D

Presented by the Bob Speltz Land O'Lakes Chapter of the Antique and Classic Boat Society. Boating enthusiasts and nautical history buffs alike will enjoy this fascinating look at a bygone era.

## Edina Model Yacht Club Display | Lobby E

Get ready to be amazed by the Edina Model Yacht Club's meticulously crafted model boats. Since 1991, this non-profit has showcased stunning radio-controlled model boats, from 8-inch wonders to 7-foot masterpieces powered by electric, sail, and steam. Kids are invited to "take the helm" and pilot the remote-controlled boats while checking out the display.



## Fred's Shed How-to Center—presented by Progressive® | Space 302A

Tips, tricks, and DIY advice for every boater—from first-timers to experienced captains. Have a boat or engine problem you haven't been able to fix? Stop by and ask our tech expert about it.

# PROMOTIONS

## Sea-Doo SPARK! Baggo Tournament

Enter for your chance to play to win! Four qualifiers will be chosen at random to participate in the Annual Baggo Tournament at the Discover Boating Minneapolis Boat Show on **Saturday, January 24 at 2:00 PM.**

- ▶ Grand prize is a 2026 Sea-Doo Spark 2-Up 900 ACE 60 HP valued at \$9,559
- ▶ Registration closes Thursday, January 22, 2026.

Sponsored by:



**SEA-DOO**



## 24' DAKA Low Pro Dock Sweepstakes

Enter for your chance to win a 24' DAKA Low Profile all aluminum dock! The sleek low profile keeps you close to the water for easy access to pontoons and boats. Features include a strong frame design with triple full-length stringers that provide the ultimate strength-to-weight ratio, removable cedar decking for easy installation, and Flush Mount Easy Adjust dock legs for simple seasonal adjustments.



- ▶ The dock is valued at \$5,045.
- ▶ Entries close at 5:00 pm, Sunday, January 25, 2026.

Sponsored by:



## SunStream SunLift X Sweepstakes

Enter for your chance to win a SunStream 6,500 lbs. SunLift X. This shallow water lift combines powerful hydraulic technology, durable and sophisticated engineering to deliver the fastest and most reliable lifting and launching experience for your boat.

- ▶ The 6,500 lbs. capacity SunLift X is valued at \$16,000.
- ▶ Entries close at 5:00 pm, Sunday, January 25, 2026.

Sponsored by: **NICCUM DOCKS**  
BUILT TO LAST

## Paddle North

Enter for your chance to win a Loons Nest 8', Two (2) Floating Chairs, and Four (4) Cup Holders.

- ▶ Total package MSRP = \$1,360.
- ▶ Entries close at 5:00 pm, Sunday, January 25.

Sponsored by:



**PRAIRIE**  
ORGANIC SPIRITS



# INNOVATION AWARDS

## Lobby D

The Innovation Awards honor manufacturers and suppliers who introduce groundbreaking products to the recreational boating industry. Managed by NMMA and judged by Boating Writers International, the Minneapolis awards recognize standout advancements in five categories: *Aluminum and Non-Fiberglass Fishing Boats, Fiberglass Fishing Boats, Pontoon Boats, Furnishings, and Electric Boats.*

**Winners will be revealed on January 22** and displayed at the show. Visit Innovation Way in Lobby D and look for award winners throughout the show to see these cutting-edge new products in person.

## 2026 JUDGING PANEL



**Brady Kay | Chair**

*Executive Editor,  
Pontoon & Deck Boat*



**Bill Gius**

*Owner,  
Country Consulting*



**Robert Beringer**

*Marine Journalist &  
Photographer, Freelance*



Managed by



Judged by



## 2026 Minneapolis Innovation Award Entrants

|   |         |
|---|---------|
| Alera Marine                                  | 803F    |
| Alumacraft represented by La Canne's Marine   | 501     |
| Barletta Boats represented by Erickson Marine | 1702    |
| Bennington                                    | 702     |
| Centurion Boats                               | 1703    |
| Godfrey Pontoon Boats                         | 402     |
| Harris Pontoons                               | 1203B   |
| Lund  | 1201    |
| Polaris                                       | 702     |
| Premier                                       | 1001    |
| Princecraft                                   | 203B    |
| ROW Systems                                   | MR 102H |
| Smoker Craft                                  | 202     |
| Varatti                                       | 502     |
| Vexus   | 603C    |
| Viaggio represented by Boater's Outlet        | 602B    |

# FRED'S SHED

## HOW-TO CENTER—PRESENTED BY PROGRESSIVE®

*Tips, Tricks & DIY Advice for Boaters of all Skill Levels*

### How Do I Know if I Have the Correct Prop?

What pitch prop should you use? Are there advantages of a 4-blade prop over a 3-blade? Which is better, aluminum or stainless steel? Get answers to these questions and learn how props impact performance and fuel economy.

### Basic Motor Maintenance for Marine Engines

Learn basic maintenance and how to prevent problems before they happen to keep your gaspowered outboard running at its best. We will dive into the carburetor and fuel injection systems of both today's and yesterday's boats, and look inside a motor cutaway to gain a better understanding of motor mechanics.

### What Is the Correct Fuel for My Motor and How Do I Care for It?

Wondering what is best for your boat—pure gas, E10 or E15? Is there a difference between marina gas and gas from car pumps? Should you store your boat full or empty? How does ethanol affect marine engines? This session tackles fuel system basics, including the tough subject of ethanol in marine engines.

### What Boat Is Right for You?

Join us for a deep dive on how to figure out what boat is right for you. We will speak about new boats vs used boats and the benefits of both. We go through the types of boats and which boat will fit your personal needs.

### Ask Our Experts—Talk with a Tech Pro

Stop by for a free one-on-one consultation with our certified marine technician. Get professional advice and answers to your questions enhanced by hands-on demonstrations of tools and techniques on boat and motor cutaways. Sessions are first come, first served.

### Boater Basics: Essential Skills Every Boater Needs to Know

New to boating? We're here to help make sure you know how to choose the right boat for you and your family. Join us to learn what you need to consider as you are boat shopping today. We will also dive into the "rules on the water" similar to the rules of the road.

### Let's Talk Marine Electronics

What to learn about marine electronics? Join us as we touch on chart plotters, fish finders, transducers, wiring, auto pilots, as well as wiring tools and crimps. We will also discuss the installation of accessories.

### Winterization and the Proper Way to Store Fuel in my Boat in the Off Season

Learn the important steps to preparing your boat for its winter nap. We will discuss fuel storage, water draining if any, the best time to do any maintenance prior to the next season and other important winterizing tips.



### Watch, learn and do!

First-time boaters and seasoned do-it-yourselfers alike can boost their boating know-how with professional, practical advice from boating and tech experts. Daily seminars cover everything from getting started, to service and maintenance, to updating and operating, include live demos of techniques and tools and end with Q & A sessions.

**It's all FREE, compliments of the Discover Boating® Minneapolis Boat Show.®**





# THE MOST AFFORDABLE WAVE IN MINNESOTA

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WAKE BOATS



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# FRED'S SHED SEMINAR SCHEDULE

| TIME | THURSDAY   | FRIDAY   | SATURDAY   | SUNDAY   |
|------|--|--|--|--|
| 10am | --   | --   | Ask Our Experts —<br>Talk with a Tech Pro  | Ask Our Experts —<br>Talk with a Tech Pro  |
| 11am | --   | --   | Basic Motor<br>Maintenance for<br>Marine Engines                                     | How Do I Know If I<br>Have the Correct Prop?   |
| 12pm | Ask Our Experts —<br>Talk with a Tech Pro  | Ask Our Experts —<br>Talk with a Tech Pro  | Boater Basics: Essential<br>Skills Every Boater<br>Needs to Know                     | Winterization and the<br>Proper Way to Store<br>Fuel in My Boat in the<br>Off Season |
| 1pm  | What Is the Correct<br>Fuel for My Motor and<br>How Do I Care for It?                | Let's Talk Marine<br>Electronics   | What Boat Is Right for<br>You?   | Let's Talk Marine<br>Electronics   |
| 2pm  | What Boat Is Right for<br>You?   | Boater Basics: Essential<br>Skills Every Boater<br>Needs to Know                     | What Is the Correct<br>Fuel for My Motor and<br>How Do I Care for It?                | Boater Basics: Essential<br>Skills Every Boater<br>Needs to Know                     |
| 3pm  | Boater Basics: Essential<br>Skills Every Boater<br>Needs to Know                     | Winterization and the<br>Proper Way to Store<br>Fuel in My Boat in the<br>Off Season | Ask Our Experts —<br>Talk with a Tech Pro  | Ask Our Experts —<br>Talk with a Tech Pro  |
| 4pm  | Let's Talk Marine<br>Electronics   | Basic Motor<br>Maintenance for<br>Marine Engines                                     | Let's Talk Marine<br>Electronics   | Basic Motor<br>Maintenance for<br>Marine Engines                                     |
| 5pm  | How Do I Know If I<br>Have the Correct Prop?   | What Boat Is Right for<br>You?   | How Do I Know If I<br>Have the Correct Prop?   | --   |
| 6pm  | Winterization and the<br>Proper Way to Store<br>Fuel in My Boat in the<br>Off Season | What Is the Correct<br>Fuel for My Motor and<br>How Do I Care for It?                | Winterization and the<br>Proper Way to Store<br>Fuel in My Boat in the<br>Off Season | --   |
| 7pm  | Basic Motor<br>Maintenance for<br>Marine Engines                                     | How Do I Know If I<br>Have the Correct Prop?   | Basic Motor<br>Maintenance for<br>Marine Engines                                     | --   |



**STOP BY AND SEE HOW YOU  
CAN RECEIVE ONE OF THESE  
FREE GIVEAWAYS!**





# NEW LOOK. NEW PRODUCTS.

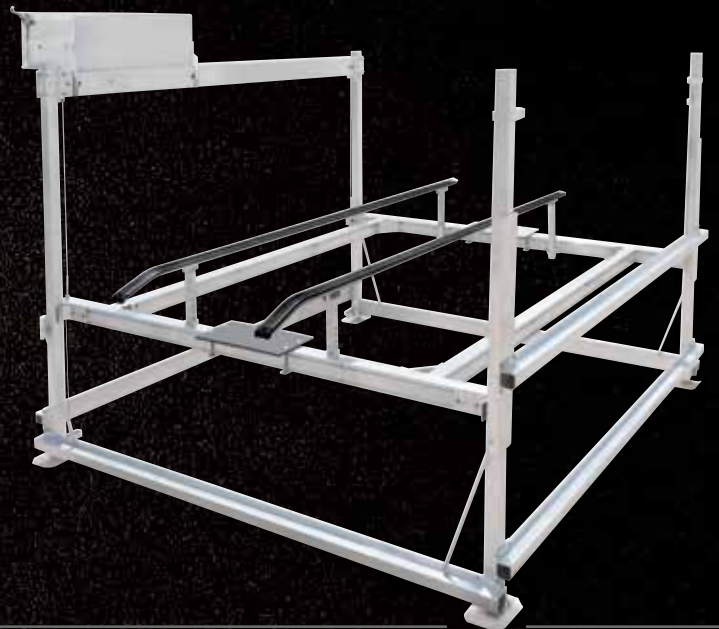


## HYDRAULIC VERTICAL

With rugged construction and smart design, the all-NEW Hydraulic Vertical Lift provides powerful lifting and unmatched reliability in a low-profile frame. The HV also features a **new pump box** with easy accessibility for quick service and upkeep.



MORE INFO



## FAST TRACK BOAT COVER SYSTEM

A fully custom solution that allows a single person to **cover a 40-foot boat in just minutes**. They can be installed on a current roof structure, on a lift canopy, or can be free standing with no roof or canopy needed. Known for both its practicality, durability, and its ability to solve a challenge every boater faces, it has **redefined convenience on the water**.



MORE INFO

PULL

ZIP

SECURE



# NMMA Certified: Quality Tested Inside & Out

**NO SHORTCUTS. NO GUESSWORK. JUST CONFIDENCE YOUR BOAT WAS BUILT RIGHT.**

No matter what your dream boat looks like, every NMMA Certified boat has exactly what you're looking for: quality you can trust, reliability that lasts, and safety you can count on.

You want to enjoy your time on the water. You want a boat that you and your crew can count on for years to come. You want the peace of mind that comes from knowing your boat is built to the highest standards. That's why you want an NMMA Certified boat.

Sure, every boat sold in the U.S. must meet basic U.S. Coast Guard standards. But NMMA Certification? It's voluntary. And it goes well beyond those minimum requirements. When you see the NMMA Certified logo on a new boat, you know you're looking at a boat that has been thoroughly tested inside and out. Everything from the electrical systems to fuel lines to flotation meets the industry's highest safety and construction standards.

## Here's what makes the difference

To earn the right to display the NMMA Certified logo on its boats, NMMA Certified boat manufacturers submit to independent, third-party inspections annually to ensure manufacturing processes consistently meet certification standards. Not just once—every year.

Inspectors verify that everything meets American Boat & Yacht Council (ABYC) standards—the gold standard for boat design, construction, systems and safety.



## Real benefits

Here's something else worth knowing: NMMA Certified boats are seven times less likely to be recalled by the U.S. Coast Guard than uncertified boats. Seven times. That's not a small difference—that's the difference between worrying and enjoying your time on the water. Certified builders also employ specialists trained in ABYC standards to catch issues before they reach the showroom floor, so you can rest easy knowing that every system on board meets the highest standards.

## How to spot an NMMA Certified boat

Look for the NMMA Certified logo on the capacity plate or yacht plate. Many manufacturers also display it in brochures or on their website.

Make NMMA Certification one of the first things you look for when buying a new boat, so you can focus on what really matters—enjoying your time on the water.

Visit [DiscoverBoating.com/certified](https://www.discoverboating.com/certified) for a list of certified manufacturers.



# NMMA CERTIFIED BOAT, YACHT AND PWC MANUFACTURERS

|          |                      |                             |          |                   |                     |
|----------|----------------------|-----------------------------|----------|-------------------|---------------------|
| <b>A</b> | AB Inflatables       | Everglades                  | <b>N</b> | Monterey Boats    | South Wind          |
|          | Action Craft         | Evolve                      |          | Moomba            | Spartan Boats       |
|          | Alumacraft           | <b>F</b>                    |          | Nautic Star Boats | Sportsman Boats     |
|          | Arc Boats            | Fish Rite                   |          | Nautique          | Starcraft           |
|          | Armada               | Fleming Yachts              |          | Navan             | Stingray Boats      |
|          | Ascend               | FLOE Craft                  |          | Neptunus Yachts   | Sun Tracker         |
|          | Avalon Pontoons      | Formula                     |          | Nitro             | SunCatcher          |
|          | Aviara               | <b>G</b>                    | <b>P</b> | Pathfinder        | SunChaser           |
|          | Axis Wake            | Four Winns                  |          | Pavati            | Suncruiser          |
|          | Axopar               | G-3 Boats                   |          | Phenom            | Supra               |
| <b>B</b> | Azimut               | Godfrey Pontoon Boats       |          | Premier           | Supreme Boats       |
|          | Back Cove Yachts     | Grady-White Boats           |          | Princecraft       | Sylvan              |
|          | Balise               | <b>H</b>                    |          | Pursuit           | <b>T</b>            |
|          | Barletta Boats       | Harris                      |          | Quarken           | Tahoe               |
|          | Bass Cat             | HCB Yachts                  | <b>C</b> | Qwest Pontoons    | Tahoe Pontoon Boats |
|          | Bayliner             | Helios                      | <b>P</b> | Ranger Boats      | Taiga               |
|          | Bennington           | Hellkats Powerboats         |          | Ranger Tugs       | Thunder Jet         |
|          | Berkshire            | Hewes                       |          | Reflex            | Tiara Sport         |
|          | Bertram              | Heyday                      |          | Regal             | Tiara Yachts        |
|          | Bestway USA          | Hurricane                   |          | Regency           | Tracker             |
|          | Blackfin             | HYFOIL Marine               |          | Regulator         | Trifecta            |
|          | Boston Whaler        | iKon                        |          | Reign             | <b>U</b>            |
| <b>C</b> | Brunswick Commercial | Intrepid Powerboats         |          | Revel             | Uttern              |
|          | Catalina Yachts      | Invincible                  |          | RH Aluminum Boats | Varatti Boats       |
|          | Centurion Boats      | <b>J</b>                    |          | Robalo            | Veranda             |
|          | Chaparral            | J-Craft                     |          | Sabre Yachts      | Vexus               |
|          | Chris Craft          | <b>K</b>                    | <b>S</b> | Sailfish Boats    | Viaggio             |
|          | Cigarette Racing     | Jupiter                     |          | Saxdor Yachts     | Vita Yachts         |
|          | Coastal-Vokey        | Katanacraft                 |          | Scarab            | <b>W</b>            |
|          | Cobalt Boats         | Kawasaki Motor Mfg Corp USA |          | Scout             | Walker Bay Boats    |
|          | Cobia                | <b>L</b>                    |          | Sea Ark Boats     | WaterCar            |
|          | Contender Boats      | Kyma                        |          | Sea Pro Boats     | Watersports Car     |
|          | Crest                | Landau Boats                |          | Sea Ray Boats     | Weldcraft           |
|          | Crestliner           | Legend Boats                |          | Sea-Doo           | Wellcraft           |
|          | Crevalle Boats       | Leopard                     |          | Sea-Doo Pontoon   | <b>X</b>            |
|          | Crownline Boats      | Lowe Boats                  |          | SeaHunter         | XO                  |
|          | Cruisers Yachts      | Lund                        |          | Shadow Six Racing | <b>Y</b>            |
|          | Cutwater Boats       | <b>M</b>                    |          | Skeeter           | Xpress Boats        |
| <b>D</b> | Cypress Cay          | Mako                        |          | Smoker Craft      | Yamaha Boats        |
|          | Dave's Custom Boats  | Malibu Boats                |          | Solace Boats      | Yamaha WaveRunners  |
| <b>E</b> | Duckworth            | Manitou Pontoon Boats       |          | Solara            | Yar-Craft           |
|          | EdgeWater            | Mantus Dinghy               |          | South Bay         | Yellowfin           |
|          |                      | Maritimo                    |          |                   |                     |
|          |                      | Marlow Yachts               |          |                   |                     |
|          |                      | MasterCraft                 |          |                   |                     |
|          |                      | Maverick                    |          |                   |                     |
|          |                      | Montara Boats               |          |                   |                     |

List current as of December 9, 2025.

# BOATS BY BRAND

|                          |                                   |                         |                          |  |                    |
|--------------------------|-----------------------------------|-------------------------|--------------------------|--|--------------------|
| <b>Alumacraft*</b>       | Dan's Southside Marine            | <b>901, 1101</b>        | <b>Formula*</b>          | Erickson Marine                        | <b>1702, 1901</b>  |
| <b>Alumacraft*</b>       | La Canne's Marine                 | <b>501, 601</b>         | <b>Four Winns*</b>       | Rapid Marine                           | <b>1003, 1202</b>  |
| <b>Avalon*</b>           | Avalon & Tahoe Pontoons           | <b>Lobby B</b>          | <b>G-3*</b>              | G3                                     | <b>101A</b>        |
| <b>Axis*</b>             | Minnesota Inboard Water Sports    | <b>2002</b>             | <b>G-3*</b>              | Hannay's Marine                        | <b>401</b>         |
| <b>Barletta*</b>         | Erickson Marine                   | <b>1702</b>             | <b>Godfrey Pontoons*</b> | Godfrey Pontoon Boats                  | <b>402</b>         |
| <b>Barletta*</b>         | Wayzata Marine                    | <b>1502A</b>            | <b>Harris*</b>           | Harris Pontoons                        | <b>1203B</b>       |
| <b>Bass Cat*</b>         | Hannay's Marine                   | <b>401</b>              | <b>Hewes*</b>            | Badiuk Equip.                          | <b>1103B</b>       |
| <b>Bennington*</b>       | Bennington Pontoons               | <b>702</b>              | <b>Heyday*</b>           | Minnesota Wake                         | <b>16</b>          |
| <b>Bennington*</b>       | River Valley Power & Sport Marine | <b>1903, 2103, 2104</b> | <b>Hurricane*</b>        | Hurricane                              | <b>402</b>         |
| <b>Bentley</b>           | Bentley Pontoons                  | <b>102A</b>             | <b>Kawasaki</b>          | St. Boni Motor Sports                  | <b>2001B, 2201</b> |
| <b>Bunkhouse</b>         | Bunkhouse Boats                   | <b>32</b>               | <b>Kingfisher</b>        | Foster Bros.                           | <b>301</b>         |
| <b>Caymas</b>            | Caymas Boats                      | <b>903</b>              | <b>Lund Boats*</b>       | Lund Boat Company                      | <b>1201</b>        |
| <b>Centurion*</b>        | Cenutrition Boats                 | <b>1703</b>             | <b>Lund Boats*</b>       | Rapid Marine                           | <b>1003, 1202</b>  |
| <b>Chaparral*</b>        | Wayzata Marine                    | <b>1501</b>             | <b>Malibu*</b>           | Minnesota Inboard Water Sports         | <b>1902</b>        |
| <b>Chris Craft*</b>      | Chris-Craft                       | <b>1503</b>             | <b>MasterCraft*</b>      | Midwest Water Sports                   | <b>1701, 1801</b>  |
| <b>Cobalt*</b>           | Cobalt Boats                      | <b>1803</b>             | <b>Monterey*</b>         | Monterey Boats                         | <b>1203A</b>       |
| <b>Crest*</b>            | Hannay's Marine                   | <b>401</b>              | <b>Moomba*</b>           | Midwest Water Sports                   | <b>1701, 1801</b>  |
| <b>Crestliner*</b>       | Crestliner Boats                  | <b>1002</b>             | <b>Nautic Star*</b>      | RSI Marine                             | <b>1103A</b>       |
| <b>Crestliner*</b>       | Rapid Marine                      | <b>1003, 1202</b>       | <b>Nautique*</b>         | MarineMax                              | <b>103C</b>        |
| <b>Crownline*</b>        | Erickson Marine                   | <b>1901</b>             | <b>Nitro*</b>            | Bass Pro Shops Cabela's Boating Center | <b>503B</b>        |
| <b>Cruiser Yachts*</b>   | Cruiser Yachts                    | <b>103B</b>             | <b>NorthStar</b>         | NorthStar Pontoons                     | <b>25</b>          |
| <b>Everglades Boats*</b> | Everglade Boats                   | <b>2102B</b>            | <b>Premier*</b>          | Dan's Southside Marine                 | <b>901, 1101</b>   |
| <b>Finval Boats</b>      | Finval Boats                      | <b>2205</b>             | <b>Premier*</b>          | Hallberg Marine                        | <b>302B</b>        |
| <b>Flamingo Marine</b>   | River Valley Power & Sport Marine | <b>2103</b>             | <b>Princecraft*</b>      | Princecraft                            | <b>203B</b>        |



# BOATS BY BRAND

|                            |  |                    |                        |  |                    |
|----------------------------|--|--------------------|------------------------|--|--------------------|
| <b>Pursuit*</b>            | Erickson Marine                        | <b>1901</b>        | <b>Sunchaser*</b>      | Boat Doctor Marine                     | <b>201</b>         |
| <b>Qwest*</b>              | Foster Bros.                           | <b>301</b>         | <b>Supra*</b>          | Midwest Water Sports                   | <b>1701, 1801</b>  |
| <b>Ranger Boats*</b>       | Rapid Marine                           | <b>1003, 1202</b>  | <b>Supreme*</b>        | Supreme                                | <b>1703</b>        |
| <b>Regal*</b>              | Wayzata Marine                         | <b>1501, 1502A</b> | <b>Sylvan*</b>         | 61 Marine                              | <b>2003</b>        |
| <b>Regency*</b>            | Bass Pro Shops Cabela's Boating Center | <b>503B</b>        | <b>Sylvan*</b>         | 66 Marine North                        | <b>802</b>         |
| <b>Robalo*</b>             | Wayzata Marine                         | <b>1501, 1502A</b> | <b>Sylvan*</b>         | Boat Doctor Marine                     | <b>201</b>         |
| <b>Scout*</b>              | Erickson Marine                        | <b>1901</b>        | <b>Tahoe Boats*</b>    | Bass Pro Shops Cabela's Boating Center | <b>503B</b>        |
| <b>Sea Ray*</b>            | MarineMax                              | <b>103A</b>        | <b>Tahoe Pontoons*</b> | Avalon & Tahoe Pontoons                | <b>403</b>         |
| <b>SeaDoo</b>              | River Valley Power & Sport Marine      | <b>2103, 2104</b>  | <b>Takacat</b>         | St. Croix Watercraft                   | <b>24</b>          |
| <b>SeaDoo</b>              | St. Boni Motor Sports                  | <b>2001B, 2101</b> | <b>Tiara*</b>          | Erickson Marine                        | <b>1901</b>        |
| <b>SeaDoo Pontoons*</b>    | River Valley Power & Sport Marine      | <b>2103, 2104</b>  | <b>Tracker *</b>       | Bass Pro Shops Cabela's Boating Center | <b>503B</b>        |
| <b>SeaDoo Pontoons*</b>    | St. Boni Motor Sports                  | <b>2001B, 2101</b> | <b>Varatti*</b>        | Varatti                                | <b>2102A</b>       |
| <b>Skeeter*</b>            | Foster Bros.                           | <b>301</b>         | <b>Vexus*</b>          | Vexus                                  | <b>603C</b>        |
| <b>Smoker-Craft*</b>       | Miller Marine                          | <b>701, 801</b>    | <b>Viaggio*</b>        | Boater's Outlet                        | <b>502B</b>        |
| <b>Smoker-Craft*</b>       | Smoker-Craft                           | <b>202</b>         | <b>Viaggio*</b>        | Riverview Sports & Marine              | <b>902</b>         |
| <b>South Bay Pontoons*</b> | Nelson Marine                          | <b>703</b>         | <b>Walker Bay</b>      | Erickson Marine                        | <b>1901</b>        |
| <b>Starcraft*</b>          | Boat Doctor Marine                     | <b>201</b>         | <b>Yamaha Boats*</b>   | River Valley Power & Sport Marine      | <b>1802</b>        |
| <b>Starcraft*</b>          | La Canne's Marine                      | <b>501, 601</b>    | <b>Yamaha PWC</b>      | River Valley Power & Sport Marine      | <b>1802</b>        |
| <b>Starcraft*</b>          | Miller Marine                          | <b>701, 801</b>    | <b>Yamaha PWC</b>      | St. Boni Motor Sports                  | <b>2001B, 2101</b> |
| <b>Starcraft*</b>          | Riverview Sports & Marine              | <b>902</b>         | <b>Yar-Craft*</b>      | Hannay's Marine                        | <b>401</b>         |
| <b>Starweld</b>            | Boat Doctor Marine                     | <b>201</b>         | <b>Zodiac</b>          | Great American Marine                  | <b>28</b>          |
| <b>Sun Tracker*</b>        | Bass Pro Shops Cabela's Boating Center | <b>503B</b>        |                        |  |                    |

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| <b>66 Marine North</b><br>www.66MarineNorth.com  | 802     |
| <b>AAA Sportsshop</b><br>www.aaasportsshop.com   | 1102    |
| <b>Afton Marina &amp; Yacht Club</b><br>www.aftonmarina.net                                      | 1318    |
| <b>Alera</b>   | Lobby E |
| <b>All Energy Solar</b><br>www.allenergysolar.com  | 92      |
| <b>All Out Recreation</b><br>www.alloutrec.com   | 603A    |
| <b>Alumacraft</b><br>www.alumacraft.com  | MR 102R |
| <b>Anchor Dock &amp; Lift</b><br>www.anchor-dock.com   | 603A    |
| <b>Anchor Marine Repair</b><br>www.achormarinerepair.com   | 95      |
| <b>Antique &amp; Classic Boat Society, Bob Speltz Land-O-Lakes Chapter</b><br>www.acbs-bslol.com | Lobby D |
| <b>AquaTraction</b><br>www.aquatraction.com  | 75      |
| <b>Aronson Boat Works</b><br>www.aronsonboatworks.com  | 11      |
| <b>Avalon &amp; Tahoe Mfg., Inc.</b><br>www.tahoepontoons.com                                    | 403     |

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| <b>Badiuk Equipment Inc.</b><br>www.badiukequipment.com                         | 1103B            |
| <b>Barker's Island Marina</b><br>www.barkers-island-marina.com                  | 1421             |
| <b>Bass Pro Shops Cabela's Boating Center</b><br>www.trackermarine.com          | 503B, 602C, 603B |
| <b>Bayport Marina</b><br>www.bayportmarina.com                                  | 1427             |
| <b>Beach King</b><br>www.beachkinginc.com                                       | 602A             |
| <b>Bennington</b><br>www.benningtonmarine.com                                   | 702              |
| <b>Bentley Pontoons</b><br>www.bentleypontoons.com                              | 102A             |
| <b>Blocks Docks</b>   | 603A             |
| <b>Blue Lagoon Marine</b><br>www.bluelagoonmarine.com                           | 1314             |
| <b>Blue Water Marine Rigging and Electronics, Inc.</b><br>www.bluewaterpros.com | 102K             |

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| <b>Boat Doctor Marine</b><br>www.boatdoctormarine.com                | 201             |
| <b>Boat Lift Boss / Ultra Legs</b><br>www.shop.northernwholesale.com | 9               |
| <b>Boat Lift Helper</b><br>www.BoatLiftHelper.com                    | 60              |
| <b>Boat Outfitters - Teak Isle Mfg.</b><br>www.teakisle.com          | 36              |
| <b>Boat World</b><br>www.boatworldmn.com                             | 102A, 203B, 403 |
| <b>Boater's Outlet</b><br>www.boaters-outlet.com                     | 502B            |
| <b>BoatUS/River Valley Marina</b><br>www.boatus.com                  | 90              |
| <b>Bunkhouse Boats</b><br>www.bunkhouseboats.com                     | 32              |
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| <b>Cabela's</b><br>www.cabelas.com                             | 503B |
| <b>Callie's Custom Designs LLC</b>                             | 6    |
| <b>Canvas Craft</b><br>www.canvascraftinc.com                  | 1406 |
| <b>Canvasworks</b><br>www.canvasworksincmn.com                 | 1412 |
| <b>Carlson Dock &amp; Barge</b><br>www.carlsondockandbarge.com | 603A |
| <b>Castaways Marina</b><br>www.castawaysmarina.com             | 68   |
| <b>Caymas Boats</b><br>www.caymasboats.com                     | 903  |
| <b>Centurion Boats</b><br>www.centurionboats.com               | 1703 |
| <b>Chris-Craft Corp.</b><br>www.chriscraft.com                 | 1503 |
| <b>Cobalt Boats</b><br>www.cobaltboats.com                     | 1803 |
| <b>Crepeau Docks</b><br>www.crepeaudocks.com                   | 23   |
| <b>Crestliner Boats</b><br>www.crestliner.com                  | 1002 |
| <b>Cross Country Boat Transport</b><br>www.ccbti.com           | 1311 |
| <b>CrossPoint Marine</b><br>www.crosspointmarine.com           | 2206 |
| <b>Cruisers Yachts</b><br>www.cruisersyachts.com               | 103B |
| <b>Cutco Cutlery</b><br>www.cutco.com                          | 45   |

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| <b>DAKA Docks &amp; Lifts</b><br>www.dakadock.com            | 1102           |
| <b>Dan's Southside Marine</b><br>www.danssouthsidemarine.com | 901, 903, 1001 |
| <b>DH Docks</b><br>www.dhdocks.com                           | 1603A          |
| <b>Dock Rite</b><br>www.dockriteus.com                       | 303A           |

## E

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| <b>Easy Environmental Solutions, Inc.</b><br>www.easyenviro.com           | MR 102G    |
| <b>Easy Life Solutions</b><br>EasyLifeSolutionsMN.MyShopify.com           | MR 102W    |
| <b>Edward Jones</b>   | 63         |
| <b>Elite Marine Innovations</b><br>www.elitemarineinnovations.com         | 30         |
| <b>Erickson Marine</b><br>www.ericksonmarine.com                          | 1702, 1901 |
| <b>Everglades Boats</b><br>www.evergladesboats.com                        | 2102B      |
| <b>EZ Dock / Marine Dock &amp; Lift</b><br>www.ezdockofthegreatplains.com | 1602A      |

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| <b>Farm Island Repair &amp; Marine</b><br>www.farmislandrepairandmarine.com | 502A    |
| <b>FineLine Lakeshore Service</b><br>www.finelinedocks.com                  | 21      |
| <b>Finval USA</b><br>www.finvalboats.com                                    | 2205    |
| <b>Fish Lake Dock</b><br>www.fishlakemn.com                                 | 602A    |
| <b>Fish-Electronics</b><br>www.fishelectronics.com                          | 73      |
| <b>FLOE International, Inc.</b><br>www.floeintl.com                         | 502A    |
| <b>FLO-FAST</b><br>www.flofast.com  | 66      |
| <b>Foster Bros. Marine</b><br>www.fosterbrosmarine.com                      | 301     |
| <b>Fractional Toy Store, LLC</b><br>www.fractionaltoys.com                  | 56      |
| <b>Fred's Shed</b>  | 302A    |
| <b>Freedom Boat Service</b><br>www.freedomboatservice.com                   | 26      |
| <b>Friends of Pool 2</b><br>www.friendsofpool2.org                          | LOBBY B |

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| <b>G3 Boats - A Yamaha Boat Company</b><br>www.g3boats.com              | 101A                        |
| <b>Garmin USA</b><br>www.garmin.com                                     | 1316                        |
| <b>Glyde Watersports</b><br>www.glydewatersports.com                    | 49                          |
| <b>Godfrey Pontoon Boats/<br/>Hurricane Boats</b><br>www.polaris.com    | 402, MR<br>102C, MR<br>102Z |
| <b>Grand Float</b><br>www.grandfloats.com                               | 15                          |
| <b>Grand Rapids Marine</b><br>www.grandrapidsmarine.com                 | 603A                        |
| <b>Great American Marine &amp;<br/>Engine Works</b><br>www.gamarine.com | 28                          |

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| <b>Hallberg Marine, Inc.</b><br>www.hallbergmarine.com                          | 46, 101B,<br>302B,<br>702 |
| <b>Hannay's Marine</b><br>www.hannaysmarine.com                                 | 401                       |
| <b>Harris Pontoons</b><br>www.harrisboats.com                                   | 1203B                     |
| <b>Hassis Paintworks</b><br>www.hassispaintworks.com                            | 61                        |
| <b>Hewitt Docks, Lifts &amp; Pontoon<br/>Legs</b><br>www.hewitt-roll-a-dock.com | 602B                      |
| <b>Hillside Lifts</b><br>www.hillidelifts.com                                   | 93                        |
| <b>Honda Marine</b><br>www.hondamarine.com                                      | 1101A                     |
| <b>Horn Dog Maps</b><br>www.horndogmaps.com                                     | 85                        |
| <b>Hurricane Boats</b><br>www.hurricaneboats.com                                | 402                       |
| <b>HydroSweep</b><br>www.HydroSweepPro.com                                      | 58                        |
| <b>Humminbird</b><br>www.humminbird.<br>johnsonoutdoors.com                     | 1401                      |

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| <b>In Tune Marine &amp; Sports</b><br>www.intunemarine.com | 603C |
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| <b>J&amp;C Sales</b>  | 603A |
| <b>Jackpine Wakesurf Boards</b><br>www.jackpinewakesurf.com | 79   |
| <b>JBLund Dock and Lift</b><br>www.jblunddock.com           | 2203 |

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| <b>King's Cove Marina</b><br>www.kingscove.com | 1312 |
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## L

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| <b>La Canne's Marine</b><br>www.LaCannesMarine.com  | 501, 601 |
| <b>Lake Area Docks &amp; Lifts of<br/>Brainerd &amp; Crosslake</b><br>www.lakeareadocks.com | 1603B    |
| <b>Lake Minnetonka Motorsports</b><br>www.lakeminnetonkams.com                              | 502A     |
| <b>Lake Weed Removal</b><br>www.lakeweederemoval.com  | 38       |
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| <b>Lakeshore Equipment Co.</b><br>www.lakeshoreequipment.com                                | 603A     |
| <b>LeafFilter</b><br>www.leafilter.com  | 39       |
| <b>Lowrance - Navico Group</b><br>www.navico.com  | 1301     |
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| <b>MarineMax</b><br>www.marinemax.com                                    | 27, 103A,<br>103C,<br>1203B |
| <b>Mercury Marine</b><br>www.mercurymarine.com                           | 1502B                       |
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| <b>Miller Marine</b><br>www.millermarine.com                             | 701,702,<br>801             |
| <b>Milltown Dock</b><br>www.milltowndockandmarine.com                    | 603A                        |
| <b>Minn Kota Trolling Motors</b><br>www.minnkota.johnsonoutdoors.<br>com | 1401                        |
| <b>Minneapolis Motor Sports</b><br>www.stboni.com                        | 2001B,<br>2101              |
| <b>Minnesota Dept. of Natural<br/>Resources-Boating Safety</b>           | Lobby C                     |
| <b>Minnesota Inboard Water<br/>Sports</b><br>www.mninboard.com           | 1902,<br>2002               |

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| <b>Minnesota Wake</b><br>www.minnesotawake.com                                       | 16      |
| <b>Minnetonka Power Squadron/<br/>America's Boating Club</b><br>www.minnetonkaps.org | Lobby C |

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| <b>Mission Outdoor</b><br>www.missionboatgear.com                  | 1319  |
| <b>MN Dock &amp; Lift</b><br>www.mndockandlift.com                 | 1102  |
| <b>Mobile Marine Services, Inc</b><br>www.mobilemarineservices.com | 1303  |
| <b>Monterey Boats</b><br>www.montereyboats.com                     | 1203A |

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| <b>Nautique Boats</b><br>www.nautique.com              | 103C                  |
| <b>Nelson Marine</b><br>www.nelsonmarine.biz           | 703,<br>1002,<br>1201 |
| <b>Niccum Docks</b><br>www.niccumdocks.com             | 2001A                 |
| <b>Nisswa Dock Co.</b><br>www.nisswadock.com           | 1602B                 |
| <b>NorthStar Pontoons</b><br>www.northstarpontoons.com | 25                    |

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| <b>Park Place Storage Condos</b><br>www.parkplacestorage.net | 1405                          |
| <b>Pikes Bay Marina</b><br>www.pikesbaymarina.com            | 1419                          |
| <b>Plants and Things USA</b><br>www.plantsandthingsusa.com   | Lifestyle<br>Feature          |
| <b>Polaris, Inc.</b><br>www.polaris.com                      | MR 102C,<br>MR 102Z           |
| <b>Port of Sunnyside Club</b><br>www.sunnysidemarina.com     | 1326                          |
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| <b>Prairie Organic Spirits</b>                               | 803C,<br>Lifestyle<br>Feature |
| <b>Prince Bait and Marine</b><br>www.princebaitandmarine.com | 1102                          |
| <b>Princecraft Boats</b><br>www.princecraft.com              | 203B                          |
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**River Valley Marina** 89  
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**Suzuki Motor of America, Inc.** 102B  
www.suzuki.com

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www.swellwake.com

## T

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**The Pets Table** 92

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**The Yacht Cot System** 102H  
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**T-Mobile** 302D  
www.t-mobile.com

**Tracker Marine** 503B,  
www.trackermarine.com 603B,  
602C

**Treasure Island Marina** 2  
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## U

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## V

**Varatti Boats** 2102A  
www.varattiboats.com

**Vexus Boats** 603C  
www.vexusboats.com

## W

**Walker Marine** 84  
marinemax.com

**Wave Armor** 303B  
www.wavearmor.com

**Wayzata Marine, Inc** 1501,  
www.wayzathamarine.com 1502A

**Wheels to Waves** 83  
www.wheelstowaves.com

**White River Marine Group** 503B,  
www.trackermarine.com 602C,  
603B

**Wolf Marine** 1425  
www.wolfmarine.net

## Y

**Yachts360** 64  
www.apolloyachts.com

**Yamaha Motor** 101B  
www.yamaha-motor.com

**Your Boat Club** 20  
www.yourboatclub.com





# ON THE WATER. UNDER THE RADAR.

INTRODUCING THE VERSATILE, NEW  
MATTE BROWN YAMAHA OUTBOARDS.



**ALL NEW MATTE BROWN**  
**F70 | F60 | F50 | F25**



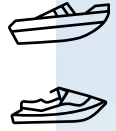
**DON'T LET A REFLECTION GIVE YOU AWAY.** Yamaha's new, low-sheen, earth-toned outboards are the perfect cover for waterfowl hunters and camouflaged boaters. Learn more about the new Matte Brown F70, F60, F50, and F25 at [YamahaOutboards.com](https://YamahaOutboards.com).

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Reliability Starts Here.®



# navigating peace of mind



## THE IMPORTANCE OF BOAT INSURANCE

Embarking on the open water is an exhilarating experience, filled with the promise of adventure and relaxation. Whether you're a seasoned sailor or a weekend cruiser, protecting your vessel with proper insurance is not just a choice—it's a necessity. Explore the reasons why every boat owner should prioritize boat insurance for a worry-free voyage.

### Unpredictable waters

The open water can be unpredictable, with unexpected storms, collisions, or other potential accidents. Boat insurance can give you financial protection if there is damage to your vessel, providing coverage for repairs or replacement.

### Damage and injury

Accidents on the water can result in damage to other boats, docks, or even injuries to passengers. Boat insurance offers liability coverage, which can pay for damages or injuries you're liable for while boating, up to specified limits, and lawsuit costs if you're sued. This includes damage you cause to another watercraft or if someone on or near your boat is injured and you're found to be legally responsible.

### Theft and vandalism

Unfortunately, boat theft and vandalism are realities that boat owners face. Boat insurance has comprehensive and collision coverage that can protect you against events outside of your control, including theft and vandalism.

### Incurred medical payments

Accidents on the water may lead to injuries for you or your passengers. Boat insurance offers a range of optional medical payments coverage limits, helping to cover medical expenses if you are in an accident or someone is hurt on your boat, regardless of fault.

### Peace of mind for financing

If you financed the purchase of your boat, most lenders require insurance coverage to protect their investment. Having boat insurance not only fulfills these requirements but also gives you peace of mind knowing that your financial interests are safeguarded.

### Navigational flexibility

Some water municipalities and marinas may require proof of insurance for docking or accessing certain areas. Boat insurance allows you the flexibility to explore different destinations without worrying about entry restrictions.

### Emergency towing and assistance

Progressive boat insurance can include optional Sign & Glide® On-Water Towing coverage. If your boat is disabled or breaks down on the water, Sign & Glide® pays for on-water towing, jump starts, soft un-groundings, and fuel delivery.

### Wreckage removal

If your boat sinks, Progressive boat insurance will cover the cost of removing your boat from the water (if removal is legally required).

Investing in boat insurance is not just about protecting a valuable asset; it's about safeguarding the memories, experiences, and joy that come with your on-water adventures. Don't let unforeseen circumstances disrupt your journey—navigate with confidence, knowing that Progressive boat insurance has you covered. Ensure a smooth and worry-free voyage, because when it comes to your boat, peace of mind is the ultimate luxury.

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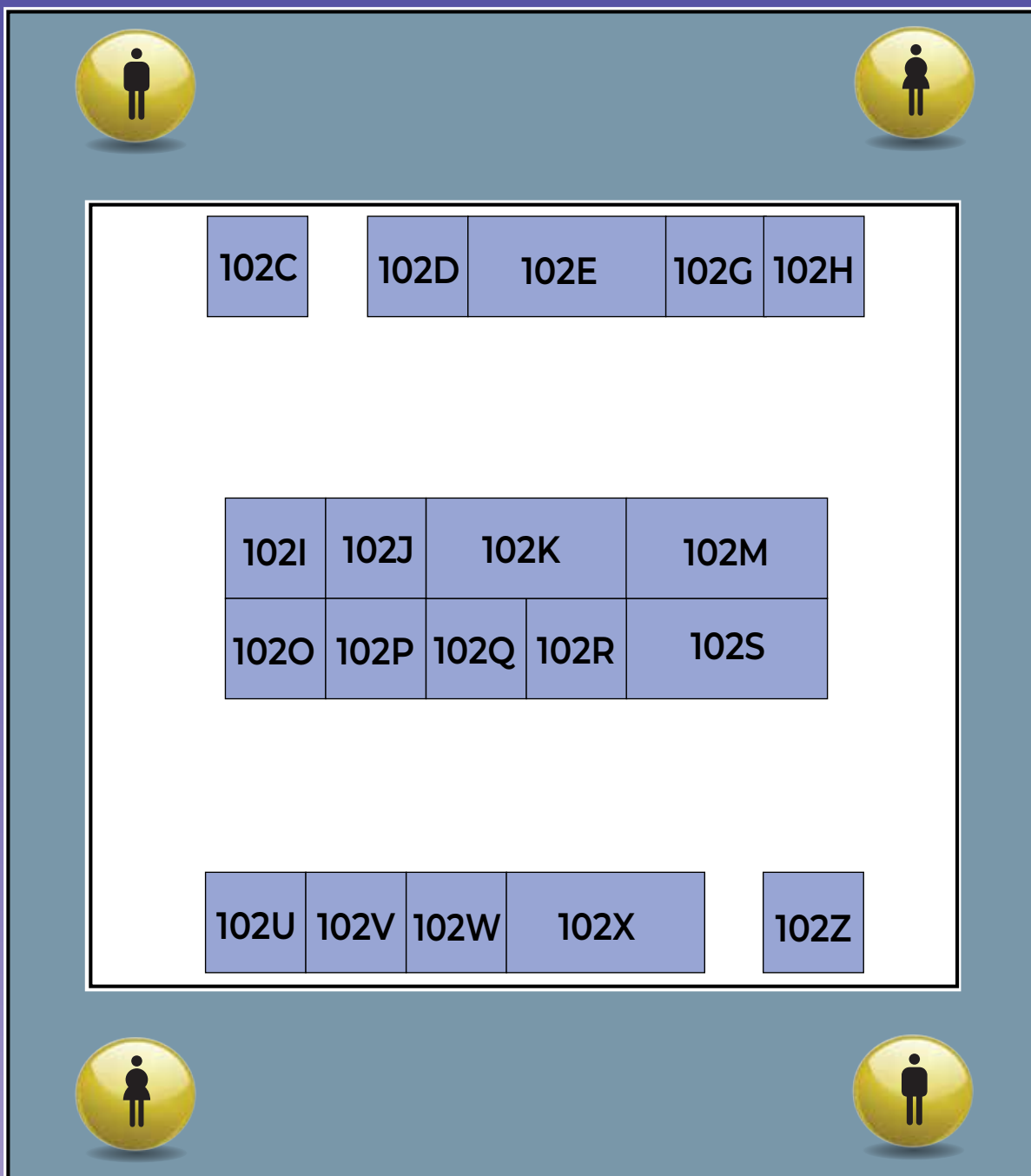
5 YEAR LIMITED WARRANTY applies to qualifying purchases of Suzuki outboard motors sold and delivered to the retail purchaser, for pleasure (non-commercial) use only, from April 1, 2021 through March 31, 2026. See Suzuki Limited Warranty for additional details. Suzuki, the "S" logo, and Suzuki model and product names are Suzuki Trademarks or ®. © 2025 Suzuki Marine USA, LLC. All rights reserved.

# NEW PRODUCT SHOWCASE

Stop by to see what's next! Manufacturers will be on hand to highlight new features and innovations on their latest boats and pontoons. You'll also get a first look at new-to-market boating gear and accessories. Whether you're upgrading your setup or just love being ahead of the curve, this is where you'll find the newest innovations in boating.

|  |   |             |
|--|---|-------------|
| <b>Polaris</b>                                   | Click & Cruise supports a curated lineup of modular accessories, including the Sandbar Shade, Fender Hanger, Rod Holder Kit, Flagpole Kit, and Sports Rack and this is only the beginning!  | <b>102C</b> |
| <b>PT Fishing Corp</b>                           | Bow mount trolling motor bracket for your pontoon, trolling motor mounts horizontally to free up floor space.   | <b>102D</b> |
| <b>Alera</b>                                     | Alera's integrated ski tow bar combines robust tow performance with a built-in, hip-high fuel fill for a safer and more efficient refueling experience.   | <b>102E</b> |
| <b>Easy Environmental Solutions</b>              | A water clean up system which takes in dirty water and applies concentrated oxygen gas bubbles before dispensing back into the body of water. Used to clean up algae and settled organic waste.   | <b>102G</b> |
| <b>Row Systems LLC</b>                           | Yacht Cot System, a structurally-sound stainless steel accessory arm that allows you to hang hammocks and more of your pontoon so you can read a book, bask in the sun, or relax in style."   | <b>102H</b> |
| <b>Blue Water Marine Rigging and Electronics</b> | Specialize in advanced audio, integrated live sonar systems, and professionally installed SeaDek, executed with precision, clean design, and long-term reliability.   | <b>102K</b> |
| <b>Supreme Marine</b>                            |   | <b>102M</b> |
| <b>Raptor Performance Shocks</b>                 | The Ultimate Boat Seat Suspension Pedestal.   | <b>102S</b> |
| <b>T/6 Marine</b>                                | The ToonBOSS by T/6 Marine is a heavy-duty, low-profile quick-release mount that enables tool-free, rapid installation and removal of trolling motors on pontoon boats.   | <b>102U</b> |
| <b>Sideshift, Inc.</b>                           | Sideshift's mission is to take the stress out of docking with externally mounted, easy-to-install bow and stern thrusters for recreational boaters  | <b>102V</b> |
| <b>Paradise Pad</b>                              | Discover the Paradise Pad SUPaBOAT, the inflatable boat that combines paddling, cruising, and chilling.   | <b>102X</b> |
| <b>Easy Life Solutions</b>                       | Surf, Foil, & Waterski Storage Solutions  | <b>102W</b> |
| <b>Polaris</b>                                   | Pontoon Dock Assist (PDA) provides an integral and intuitive solution on our pontoon boats that help ease close quarter maneuvering efforts in trailer, lift and dock situations with a single bow or dual bow and stern thruster system that does not protrude from the center tube. | <b>102Z</b> |

# NEW PRODUCT SHOWCASE





# 5 REASONS TO BUY A BOAT THIS WINTER

*Why now is the perfect time to make your move*

Winter might not feel like boating season, but smart shoppers know, it's really the best time to buy. Boat show season is in full swing, giving you access to brand experts, show-only offers, and the latest models—all in one place. Shopping now means better selection, more prep time, and a smoother launch come spring.

## 1 Take Advantage of Boat Show Season

You're already here—so make it count!

Boat shows bring together new models, leading brands, and seasoned pros under one roof. Sit at the helm, test layouts, and compare features side by side to find the boat that feels right for you and your crew.

Talk to multiple dealers, collect spec sheets and ask questions. Many brands offer exclusive show pricing, financing promotions, or bundle deals you won't find later. This is your chance to shop smart and buy with confidence.

## 2 Shop With Less Pressure, More Clarity

Buying a boat is a big decision—you deserve time to think it through. Winter shopping gives you breathing room to compare models, research financing, and plan storage or slip options without the rush of peak season.

It's a calm, informed way to make one of the most exciting purchases of your life.

## 3 Beat the Spring Rush

Come spring, everyone wants their boat ready at once—which means service backlogs, delivery delays, and paperwork bottlenecks.

Buy now, and you'll skip the line. Dealers can schedule inspections, upgrades, and detailing early, so your boat is ready the moment the water warms up.

## 4 Explore the Newest Models (and the Best Deals)

Boat shows spotlight the latest model year releases—while also opening doors to discounts on prior-year or in-stock boats.

If you're flexible on color or features, you can find fantastic deals. Prefer something custom? Ordering now means your new boat will arrive on schedule, built just the way you want it.

## 5 Have Better Conversations with Dealers and Experts

Winter is when dealers actually have time to *talk*. Ask about hull design, engine performance, maintenance, and total ownership costs. Discuss training options, safety courses, or a possible sea trial.

This slower season is ideal for building a relationship that will support you long after your first launch.

## Your Next Step: Buy Smart This Winter

Buying a boat during the offseason gives you more value, more time, and more peace of mind.

Boat shows bring all the right people and products together—so take advantage of the opportunity. Ask questions, compare, and take that exciting next step toward your best boating season yet.

*YOU CHOOSE*

UP TO **\$10,000** INSTANT SAVINGS\*

*— OR —*

**36 MO.** ADDITIONAL HondaCare® COVERAGE

A VALUE WORTH UP TO \$4,460!\*\*

*OFFER VALID:* JANUARY 5-MARCH 30, 2026

## BUYER'S CHOICE SALES EVENT

Choose from either up to \$10,000 in instant savings or a 36 month HondaCare Protection Plan® with the purchase of select new 40HP-350HP Honda Marine outboards.

### SELECT NEW OUTBOARD MODELS

Honda 40HP-50HP  
Honda 60HP-100HP  
Honda 115HP-140HP  
Honda 150HP  
Honda 200HP-225HP  
Honda 250HP  
M300 McLaren Performance<sup>†</sup>  
Honda 350HP

### INSTANT SAVINGS OPTION

**\$200.00** SAVINGS  
**\$300.00** SAVINGS  
**\$400.00** SAVINGS  
**\$1,000.00** SAVINGS  
**\$1,250.00** SAVINGS  
**\$1,500.00** SAVINGS  
**\$1,750.00** SAVINGS  
**\$10,000.00** SAVINGS

### 36 MONTHS HPP OPTION (MSRP)

**\$565.00** VALUE  
**\$920.00** VALUE  
**\$1,165.00** VALUE  
**\$1,490.00** VALUE  
**\$2,290.00** VALUE  
**\$2,730.00** VALUE  
N/A  
**\$4,460.00** VALUE

*OR*



\*At participating Honda Marine dealers only. Qualified retail customers may receive savings off the selling price of a Honda powered boat package or Honda Marine engine(s) sold for repower. This promotion is limited to select new Honda Marine BF40-BF350 outboard engines, 2021 and newer models, in stock, sold and delivered between January 5, 2026, and March 30, 2026, delivered to a U.S. resident. May be combined with certain other promotions. Only Honda Marine outboard engines sold for personal use qualify for this promotion. Fleet, rental, commercial, and government sales, demo engines, and engines sold under special pricing/promotions including (but not limited to) guides, brand ambassadors, and tournament fishermen are ineligible. \*\*Manufacturer's Suggested Retail Price. Dealers set their own pricing. Actual contract coverages, limitations, and exclusions may vary. HondaCare Protection Plan® not available in South Carolina. See your dealer for details. The HondaCare Protection Plan® is administered by American Honda Service Contract Corporation in the state of Florida, License #60083. HondaCare® and HondaCare Protection Plan® are registered trademarks of Honda Motor Co., Ltd. †M300 model is not available for repower. 36-month HondaCare Protection Plan® does not apply to the M300 model. For Honda Marine warranty information, visit [marine.honda.com/support/warranty](https://marine.honda.com/support/warranty). Honda Marine reserves the right to modify, amend, cancel or revoke, in whole or in part, this promotion at any time without prior notice. All Honda outboards meet EPA and CARB emission levels. Always wear a personal flotation device while boating and read your owner's manual. © 2026 American Honda Motor Co., Inc.

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