

News Release

Boston Whaler debuts new model family by introducing the 350 Realm

EDGEWATER, Fla. (August 25, 2017) — Boston Whaler is taking boaters beyond familiar territory and into an exciting future with the all-new 350 Realm. Combining the open cockpit of a center console with the convenience of a cabin boat, the 350 Realm is designed to empower boaters seeking to share new experiences with family and friends.

The Realm was unveiled this week in Sarasota during a series of events kicking off Boston Whaler's 60th anniversary year. President Nick Stickler spoke to a crowd of customers, dealers, local officials and members of the press: "We are thrilled to introduce the 350 Realm, the first in an exciting new model family. Our goal was to redefine the current express cruiser market to better meet the evolving needs of the customer, and with the Realm we have achieved a perfect balance of capability and comfort, spaciousness and convenience. By enabling a variety of activities — entertaining, offshore fishing, diving, long-distance cruising, and beyond — the 350 Realm turns the possibility of 'adventure' into an achievable reality."

Purposeful comfort is a hallmark of the Realm, including versatile seating solutions throughout. The large open bow features a portside walk-through for easy access, with a wide lounge seat forward of the console and forward deck seating opposite. An optional bow table and filler cushion add versatility, while an optional bow shade provides sun protection for the entire zone.

The 350 Realm's cockpit is designed to facilitate a variety of activities and host a crowd in comfort. Notably, every seat on the helm deck includes a footrest. The helm bench, with armrests and flip-up bolsters, offers ergonomic positioning for captain and passengers, and turns to face aft. Aft of the helm seat, a clever new mezzanine seat converts to face forward or aft, making this a natural gathering space when at anchor. The mezzanine seat also houses a massive built-in insulated cooler (also available refrigerated) with capacity for days' worth of drinks and snacks. All the way aft, a convertible bench seat folds out from the transom, and tucks neatly away to provide extra room to maneuver.

For active boaters, purposeful features in the cockpit include large in-floor fish boxes and optional rod holders; a standard transom livewell; a convenient portside dive door; and a cockpit prep area with sink and grill or optional additional livewell. And if the weather conditions take a turn, the boat's canvas weather curtains go up effortlessly.

Below deck, the 350 Realm's cabin delivers considerable comfort. The V-berth offers a perfect place to duck out of the sun or tuck the kids in for a nap, and converts into a double berth to accommodate overnight stays. Boaters will appreciate the ease and privacy of the fully enclosed, stand-up VacuFlush head system and vanity sink. Other amenities include a 28-inch flatscreen TV, a microwave and ample cabinet storage.

"Our customers enjoy knowing they can rely on their boat to ensure the comfort, safety and happiness of their friends and family, even as they explore new areas and new activities — in fact, they demand it," said Boston Whaler Vice President of Sales, Marketing and Customer Service Jeff Vaughn. "For the savvy boater, the 350 Realm provides the ideal mix of capability and comfort to empower and share the joy of discovery."

Performance and handling reflect Boston Whaler's unrivaled construction and engineering. The 350 Realm's precision-crafted V-hull includes Variable Running Surface for a remarkably soft, safe, dry ride, no matter the conditions. The helm features an elegant and functional console design, with state-of-the-art dual Raymarine® widescreen displays. Triple Mercury® Verado outboards provide reliable, efficient power, and are available with Joystick Piloting for effortless docking. Additional options with Joystick Piloting include Skyhook, for automatic station keeping, and Seakeeper gyroscopic stabilization for dramatically reduced boat roll.

“The Boston Whaler legacy is built on our commitment to innovation and excellence,” said Stickler. “As we head into our 60th year, the 350 Realm is a fitting addition to that legacy, offering an exciting new realm of possibility for our boaters to explore.”

About Boston Whaler: For nearly 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. Boston Whaler is owned by Brunswick Corporation, the largest marine manufacturer in the world.

About Brunswick: Headquartered in Mettawa, Ill., Brunswick Corporation’s leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Payne’s Marine and BLA parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; InMovement products and services for productive well-being; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.