



# HINCKLEY

SPORT BOATS

## HINCKLEY UNVEILS SPORT BOATS

SOUTHWEST HARBOR, MAINE (March 22, 2018) – The Hinckley Company today unveiled a new performance brand and two new high performance boats, the Sport Boat and Sport Boat Center Cabin. “As we celebrate our 90th anniversary this year, we reflect on a heritage that has risen to the pinnacle of yachting refinement. With the introduction of the Hinckley Sport Boats today, we are bringing that refinement to performance boats”, said Pete Saladino, Chief Marketing Officer at Hinckley. “This is one of our most important product introductions in years”, Pete continued. “For nearly 25 years, we have been vacuum-infusing resin into layers of carbon fiber and Kevlar™ spanning the full length of our yachts. We are now bringing our design refinement and unparalleled level of boatbuilding expertise to performance boats”. The Sport Boats are the world’s first carbon epoxy performance boats in production.

The 40 ft. Sport Boat is purpose-built, designed from the outset for outboard propulsion. With a modern hull design that is fresh off the drawing board of the legendary Ray Hunt Design office, the Sport Boat is high performance refined into elegant simplicity. The key design parameters are agile handling, performance at sea, and ease of use. Impressive speed is a byproduct of this design philosophy and fabrication technique. Because the Sport Boats are built of lightweight carbon fiber, speeds of 60mph+ can be efficiently reached without stacking outboard after outboard on the stern. Optional twin 627hp outboards from Seven Marine will allow the Sport Boat to reach 63mph. The Sport Boat it is a visceral experience that will give you goose bumps and a smile from ear to ear.

“Two things have happened in the market recently”, said Scott Bryant, Vice President of Product Development & Engineering at Hinckley, “our customers’ lives are becoming ever more time pressed and outboard powered boats have begun to reach performance thresholds that are beginning to change the way people use and experience their boats.” It has been decades since travel time by boat was faster and more enjoyable than trudging through slow and crowded roads. In the early 1900s, private yachts carried owners at racing speeds back and forth to country homes. “Our boatbuilding expertise allows us to reach new performance levels that will change how you boat with your family in this modern world”, Scott added.

Hinckley’s are known for their ease of use and their ease of ownership. The Hinckley Company is unique in offering eight Yacht Care centers up and down the east coast and affiliate partners on the west coast and in Europe. There our customers find renowned service and a level of yacht care that is unique. Boats enrolled in our new Sport Boat Service Packages can qualify for Certified Pre-Owned status upon resale making the ownership experience even easier.

The first Sport Boat will launch July 2018.