

FOR IMMEDIATE RELEASE:



**First Boats with SureShade ATF-SG Silent Glide Shade Debut at Miami**  
*Boston Whaler and Grady-White Set to Debut First Models Featuring SureShade's  
New Silent Automated Boat Shade at 2018 Miami Boat Show*

**PHILADELPHIA, PA – February 12, 2018** - [SureShade](#), the U.S. designer and manufacturer of patented retractable sunshade systems for the marine industry, announces the first boat models featuring their innovative new SureShade ATF-SG “Silent Glide” boat shades will be on display at the 2018 Miami Boat Show. Boston Whaler and Grady-White each chose to unveil an all-new boat model with a factory-installed SureShade ATF-SG boat shade during the 2018 Miami Boat Show.

**SureShade ATF-SG** is a next-generation automated retractable sunshade system with “silent glide” technology producing 85% less noise than its current ATF electric shade. The new shade model was introduced to the industry just 4 months ago at the IBEX 2017 in September, generating immediate demand from OEMs for factory installations.

“Our new ATF-SG Silent Glide Shade was developed based on client feedback for a quieter electric shade system and represents our continued focus on raising the bar with boat shade design and functionality,” said Ron Russikoff, product inventor and operations leader at SureShade. “We’ve experienced enormous market demand for ATF-SG since the IBEX debut, and the quick turnaround with factory installations of these first units – that were specifically requested by our long-standing clients Boston Whaler and Grady-White for new model debuts – demonstrates both the ease of implementation and product demand.”

With ATF-SG, SureShade has achieved a quieter electric shade system that does not compromise the streamlined design, framework dimensions or installation process of the current ATF electric shade. ATF-SG shade significantly reduces noise levels from 85-90 decibels to only 58-60 decibels when the actuator is operating during extension and retraction. This represents an 85% reduction in noise, with sound generation that is nearly unnoticeable to the human ear.

Given that the ATF-SG is virtually the same shade as SureShade's current supply – only that it is quieter – it maintains the same packaged dimensions and operation and can be supplied for current boat models that offer the shade without any impact to current installation, engineering or new product development efforts.

SureShade is working with all OEM clients to ensure a smooth transition to ATF-SG, with shipments ready to begin by April 2018. SureShade ATF-SG is also available now for new orders by OEMs, dealers and private boaters.

For more information on SureShade's full product line, visit <http://www.sureshade.com>.

#### **ABOUT SURESHADE**

SureShade® is the U.S. based designer and manufacturer of innovative retractable sunshade systems for the marine industry that extend social zones, improve sun protection and make the boating experience even better. Utilizing a globally patented self-supported telescoping framework technology, SureShade products feature automated or manual boat shade systems available for factory or aftermarket/refit. Factory installed by top boat brands on over 100 boat models and installed on thousands of boats worldwide, SureShade is the new standard for shade in the marine industry. For more information, visit <http://www.sureshade.com>.

###

#### **SureShade Contact:**

Diane Seltzer, Marketing Director  
[diane.seltzer@sureshade.com](mailto:diane.seltzer@sureshade.com) - Phone: 877-333-8323