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## **Catalina Yachts Acquires True North Line of Downeast Powerboats**

LARGO, FL (January 29, 2019) – One of the most versatile cruisers on the market today, True North Powerboats was recently acquired by Catalina Yachts. True North Powerboats have the timeless, rugged Downeast aesthetic, with a hull design that handles the roughest conditions. With more than 30 years as one of the premier yacht builders in the United States, True North was a leader in resin infusion technology, a construction method that results in lighter, stronger hulls.

True North initiates Catalina's entry into the growing market segment of Downeast-style powerboats and promises traditional style with great performance and Catalina value. The molds for the **True North 34**, **True North 34 Outboard Express** and **True North 38** are being moved to the Catalina Yacht plant in Largo, Florida. Production will begin this year.

"We have been talking with dealers and owners while strategizing which configuration of boats to market first, and find the True North line is a brand

that appeals to sailors, making it a good fit for CatalinaYachts,” said Sharon Day, Vice-President of Sales and Marketing. “This is yet another pivotal moment in Catalina’s 50 years of boat-building. Our entire management team is excited to provide more boating lifestyle choices to mariners attracted to the sea and Catalina craftsmanship.”

The **True North 34** is a single-engine express with a skeg-protected propeller, the approach lobstermen have relied on for decades for efficiency and avoiding potlines. An optional bow thruster provides additional maneuverability. The award-winning **True North 34 Outboard Express** combines timeless Downeast good looks, outstanding all-weather performance, and a spacious interior with the efficiency, speed, and shallow draft that the twin 250 hp. outboard engines provide.

The **True North 38** is an elegant Downeast cruiser with space, speed, stability and classic good looks. With several configuration options, this boat is up for anything, whether it’s a day trip or extended adventure. Catalina Yachts plans to introduce an outboard version to this model.

True North Powerboats have a durable exterior and an “open concept” interior, which are as comfortable as they are functional. The **True North 38** and **True North 34** have direct water access and a “private beach” on the aft deck. The **True North 34 Outboard Express** features a voluminous aft cockpit. Modular cockpit seating options are available for all models.

As Catalina enters its 50<sup>th</sup> year of building the largest selection of honest, sturdy boats that hold up to real-world conditions, True North owners will benefit from a half-century of expertise, engineering and distinguished reputation, not only for building boats, but also for developing enduring relationships with its owners, based on product quality and customer service.

For Catalina and True North owners, this means extra value and enhanced boating experience, with the added bonus of excellent resale value. For more information, visit [catalinayachts.com](http://catalinayachts.com).

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Editor's Note: Following is a gallery of images that are available. Please contact Mary Ellis at [mary@amcenergy.com](mailto:mary@amcenergy.com) or call 727-733-9332 for high-res images to accompany this article. Interior photos are available on some models.



True North 34

ue North 34  
Outboard Express



True North 38



Gerry Douglas, Sharon Day and Patrick Turner  
of Catalina Yachts