

# ***BLACKFIN***

T H E L E G E N D L I V E S O N

**FOR IMMEDIATE RELEASE**

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## **Blackfin Boats Premier Debut Event**

**Williston, FL-** Blackfin, a classic name in fishing boats with a revered reputation for toughness, durability and fishability, is back and better than ever! The premier debut event for the Blackfin was held at the Vinoy Renaissance Hotel in St. Petersburg, Florida on June 6<sup>th</sup> and 7<sup>th</sup>, 2017. "The unveiling of the first two models was met with an incredible turnout and eager anticipation from all who attended", said Charles Marshall, Co-Chairman of Blackfin Boats, "We consider this to be a ground breaking moment, and we are proud and excited to begin this next chapter in the legend of Blackfin Boats."

In-water testing and hands-on demonstrations left perspective dealers ready to take on the new line, and although there was inclement weather during the event, it only served as a better opportunity for media and perspective dealers to see that the new Blackfin's truly lived up to the legend they were descended from. "The event exceeded all expectations" said Mike Cassel, of North Florida Yacht Sales, "We are honored to become one of Blackfin's first premier dealers offering the new product line".

Blackfin Boats will be making strides in its marketing efforts by working closely with many different partners to help brand the legendary company as we all know it, "We are working to implement CSR (Corporate Social Responsibility) and a thorough co-branding effort with a few carefully selected and well known companies and organizations; which will build a strong brand awareness for Blackfin Boats", said Kyle Watts, Marketing Manager. "Through the business meeting at the Soft Launch, the marketing efforts that were presented and we are moving forward with, were all well received and many people came forward to express their enthusiasm about where we are taking Blackfin. I am actually still receiving communication on that enthusiasm to this day". "We have received an overwhelming response of perspective dealer applications since the product debut, however great pains are being taken to ensure the Blackfin product line will be represented well with the dealer/partner networks that are chosen to represent it."

Proud descendants of the original that hit the water in 1973, Blackfin Boats were constructed for coastal angling from day one by builders who know and love saltwater fishing and are on the cutting edge of nautical evolution. The new Blackfin's are designed and engineered with uncompromised construction, features, safety and performance," said Mark Owens, Vice President of Design and Engineering. "They are bred from the DNA of boat builders, delivering state-of-the-art boats unmatched in durability, safety, quality, and warranty", said Mark, "but they were also designed to offer amenities that will make them family heirlooms for years to come".

[Blackfin Boats](#), is owned and operated by a leading independent boat manufacturer with a reputation for building premier quality boats for more than 30 years. Established in 1985, they have generated more than \$2.4 billion of sales and hand-crafted and distributed over 40,000 boats worldwide. The new yacht-grade Blackfin fishing boats are being built in a state-of-the-art Florida based facility by a team of more than 500 skilled boat builders, craftsmen and engineers with decades of experience in the industry. Blackfin's current line features 2 models ranging from 21' to 27', with a 24' debuting in August of 2017,

followed by a 33' center console this spring. A dual console 272, 242 and 212 is planned for the near future.

For more information on Blackfin Boats, visit [www.BlackfinBoats.com](http://www.BlackfinBoats.com), or contact Rene' Moore at (352) 528-2628 Ext. 219 or email: [Rene.Moore@BlackfinBoats.com](mailto:Rene.Moore@BlackfinBoats.com).