

August 8, 2022

BRUNSWICK™

Boston Whaler Introduces The All-New 280 Dauntless Completing The Evolution Of The Brand's Iconic Center Console Bay Boat Family

Edgewater, Fla. (August 8, 2022) – Boston Whaler, a division of Brunswick Corporation (NYSE:BC), announced today the newest member of its award-winning Dauntless family, the 280 Dauntless. Sporting an all-new design from the keel up, state-of-the-art technology, sleek styling and exciting new features, the flagship 280 Dauntless is the ideal platform for all boating activities and completes the evolution of the Dauntless line.

Equipped with everything needed to go farther, maximize the on-the-water experience and approach the water fearlessly, the 280 Dauntless is much more than just a bay boat. Designed for cruising, fishing, watersports and more, the new, versatile model combines incredible inshore performance with limitless offshore confidence. The 280 has more comfort features, loads of storage space and can be customized with dozens of options that cater to any type of boating pursuit.

“Dauntless was a winner from the line’s first introduction, back in 2004,” said Mark Robinson, program manager, Boston Whaler. “Some boaters wanted a crossover boat, equally at home in back bays, a bit offshore and everywhere in between, and Dauntless delivered. This new evolution, now complete for the 220, 250 and 280 Dauntless, brings next-level sophistication to the design, functionality and capability of these adventurous boats. With all that our new 280 has to offer, it really is a good day to be Dauntless.”

An ideal entertainment platform for cruisers, comfort was a top priority in the 280 Dauntless’ evolved design. Its open bow allows for free-flowing movement around the boat, optimizing the layout for hosting family, friends or large groups. Comfortable seating options can be found everywhere on board, including a spacious lounge seat in front of the console, port and starboard seating with pull-up backrests near the bow, and a flip-up bench seat for two passengers in the stern deck. Delivering a premium helm seating experience, the standard convertible helm seat with electric actuation can quickly convert into an aft facing seat at the push of a button. Cup holders, a bow table, coolers and other amenities can be found throughout the vessel. The 280 Dauntless features a large stern platform for ease of boarding from the dock or the water, including a retracting boarding ladder on the starboard side. An optional swim patio provides swimmers convenient access to the water.

For anglers, the 280 Dauntless includes fishing-focused amenities such as a large casting platform, a 19-gallon livewell, a large fishbox with pump-out and increased storage capacity throughout the boat to effectively store all fishing gear. An optional full glass windshield protects the helm from the elements, and an outrigger package is also available to enhance offshore capability.

An excellent all-around design, the 280 Dauntless also offers a deluxe leaning post, with

gyro stabilizer, a freshwater sink and rod holders on either side. For hot, sunny days, the optional PTX shade provides complete cockpit coverage. The boat also harnesses the latest and greatest technology offerings including Simrad navigation electronics; JL Audio controls, amps and speakers; and digital switching for the ultimate integrated control.

“Boston Whalers are designed to open up your on-water world and the all-new 280 Dauntless expands on that with gusto,” said Kris Neff, president, Boston Whaler. “This is a no limits boat that puts adventure within easy reach. If you want to go for it, the 280 Dauntless won’t hold you back. See more, do more, enjoy more with the evolved 280 Dauntless.”

Powered by Mercury, the 280 Dauntless is available with either single or dual outboards. For dual engine configuration, boaters can choose between twin 250 or twin 300 hp engines in white or black, both with joystick piloting options.

For more information on the Boston Whaler Dauntless 280, 250 and 220, or to learn more about the entire range of Boston Whaler’s line of performance boats, visit www.bostonwhaler.com.

About Boston Whaler

For more than 60 years, Boston Whaler has been building superior quality unsinkable runabouts, cruisers and center console boats. Founded in 1958 and currently headquartered in Edgewater, FL, 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 13–42 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 (NYSE: BC), the leading marine manufacturer in the world.