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Brunswick Corporation : Lund Announces All New "Sport Utility Boat"

Multi-tasking 1875 Crossover XS hauls in fish, shreds wakes . . . and delights the family

NEW YORK MILLS, Minn. Feb. 22, 2012 - Friday finally arrives. The clock shows 4:30 p.m., but you're brain sees "Fish:30." Elvis and your focus on work have left the building. At home, blissfully loading the boat and truck, you hit a snag. Your teenage son is set on wakeboarding, while your daughter demands solar rays. Meanwhile, your wife craves a 'cruise around the lake.' Everyone wants a piece of what was supposed to be the family "fishing boat." Oh, the horror.

Leave it to Lund - builders of the most solid, comfortable, safest boats on the water - to devise a solution that turns everyone's frowns upside-down. No doubt, the new 1875 Crossover XS is a pure Lund fishing-machine through-and-through. But to appease the masses, it's also a wakeboard, water-ski, and buzz-the-bay multi-task rig that happens to cruise the lake in style. And when it's finally, mercifully, time to cast or troll, this rig does it up right - with killer fishing features like spacious casting decks, an aerated livewell and bait tamer, bow 12/24-volt trolling motor plug, plus rod storage galore - even while the wakeboards and skis are stored separately, safe and snug from tip to tail.

But you've got to check out the sleek lines on this craft: a hot new cosmetics and sizzling graphics that even the trendiest teenagers can dig. This rugged sport utility boat maximizes your time on the water, offering dual massive in-floor storage lockers for wakeboards, skis, or fishing rods up to 8-feet long. Intuitive little design details are signature to Lund, and the Crossover XS is replete with the goods: an integrated removable ski pylon pedestal and boarding ladder, and all new roomy bow and aft platforms. The craft's even tricked out with a complete Clarion® AM/FM sound system that's iPod/Sirius XM ready. Lots of extra seating, too, so family and friends can cruise in comfort. Padded bow back rests up front, act like sprawled out sun-loungers, while three Pro-Ride swivel seats and two extra aft jump seats with storage trays, cup holders, and underseat storage offer ultra-relaxation.

"The new 1875 Crossover XS is designed for those who need the fishability of a Lund, while maximizing the recreational needs of the family," says Lund Boats Product Manager Rory Wiebe. "Revolutionary from the ground up, including an interior layout that features a new center rod locker, and a ski and wakeboard storage locker plus new paint lines and graphics. Crossover XS is designed to keep everyone happy and entertained."

To accommodate the varying needs of the angler, plus the skier/boarder crew, the Crossover XS sports not just a whole new look and feel, but also an entirely re-engineered console. A driver's seat slider, plus new deluxe tilt steering with a soft-grip wheel let you carve wakes with precise response and comfort. Vast glove-box storage and additional spacious side storage allow room for all your crew's necessary gear. The exclusive Lund Sport Trak(TM) system provides handy accessory mounting platforms, while Pro-Trak(TM) remains the best boat cover system in the industry.

Built on the rock-solid foundation of Lund's famed IPS hull and powered by a standard 115 to 175hp engine, the Lund Crossover eats waves and chews up spray. Capable of transporting up to eight enthusiastic passengers, the Crossover XS encourages the social side of water-sport. Matched with a ShoreLand'R Trailer, this athletic 18-foot, 10-inch model has carved out a category all its own. Lund calls it the SUV of boats, or better yet, "Sport Utility Boat," which is just a fancy way of saying that every boater on the lake will throttle down to scope out your new ride.

To see the extensive list of 1875 Crossover XS features and options, visit lundboats.com, or shop Lund's full selection of fishing and recreational boats. More family-friendly features. Lund quality and craftsmanship. More fish in the livewell. All for a lot less money than you'd expect. Lund boats, built by fisherman for fisherman and their families, too.

Lund on Facebook: <http://www.facebook.com/LundBoats>

To learn more about Lund or to view product videos, visit: www.lundboats.com

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