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**BRUNSWICK**

# **Brunswick Corporation : Crestliner Announces Six New Models In 2015, Underscoring Brand's Product Portfolio Expansion Plan**

OTSEGO, Minn., Feb. 17, 2015 - Crestliner continues to lead the fishing boat industry with a series of compelling, all-new boat designs for 2015. Building off its rich heritage of crafting durable, functional fishing boats, Crestliner has applied consumer-research insights to six new fishing boats. After nearly 70 years of building the highest standard in aluminum hull fishing boats, Crestliner has once again raised the bar.

"We're thrilled to share the result of significant research, design and heart the Crestliner team has put into crafting models that live up to our rich heritage," Crestliner President Cecil Cohn says. "The brand is quickly gaining serious momentum in the marketplace as our product portfolio now provides a comprehensive offering to anglers of all varieties. We've never been forged with more strength!"

Big water and aggressive fish are no match for the latest addition to Crestliner's premium model line-up, the all-new 2050 and 2250 Authority. This big water series was purpose-built to take on the big waters, in the harshest conditions and amid the most dramatic fish fights. Premium wrap-around console, spacious lockable rod storage up to 9-feet, an elevated 20-gallon insulated livewell and deep, roomy cockpit, you'll find the Authority hits hard from every angle.

The legendary Crestliner Fish Hawk family just got bigger and better with the addition of the new 1950 Fish Hawk. This multi-species boat was designed with the angler in mind. The rock-solid, all-welded hull, spacious bow casting platform, 9-foot lockable rod storage and optional 57-inch muskie livewell ensure ultimate functionality.

"When we began working on the new 1950 Fish Hawk, we decided to enhance the features our Pros believe make the model so sought after," Crestliner Product Manager Christine Bush says. "We listened. We enhanced what was working and applied our findings to this larger format. The all-new 1950 Fish Hawk is designed by fishermen who require function and performance."

Applied market research has enabled Crestliner's brand presence to balloon in southern waterways and catfish competitions in recent years, shaping the new Intruder series. Crestliner announced the addition of the 2000 Intruder in January 2015. This 20-foot fishing machine is a serious contender to catch trophy catfish to walleye and beyond. Experience all-day fishing with spacious lockable rod storage, large bow and stern platforms, comfortable Pro fishing seats and an 80-gallon livewell.

This year's market ushers in Crestliner's all-new VT18 and TC17. These models are members of Crestliner's high-volume bass and crappie segment. Their wide-beam design carries all the way to the bow, creating spacious, raised bow and

stern casting decks ideal for the dedicated bass or crappie angler. Oversized, well-placed rod storage makes navigating on-board space quick and simple, ideal for tournaments.

"We're experiencing tremendous growth in the southern market in response to Crestliner's diverse southern fishing boats," Lori Kneeland, marketing manager, explains. "As we surge in the South, it is Crestliner's durability and design, combined with our partnership with some of the strongest dealers in the South, that allow anglers to navigate southern waterways with confidence and precision."

Crafted with an uncompromising mix of functional design, all-welded aluminum construction, fishing-first innovations and can do, will do attitudes. Since 1946, Crestliner has been making boats forged with strength and defined by durability. Boats built to last, tend to last. Crestliner's Lifetime + 3 Warranty delivers confidence in every single ride.

#### About Crestliner

Located in Otsego, Minn., Crestliner boats are crafted with an uncompromising mix of functional design, all-welded aluminum construction and fishing first innovations. Since 1946 Crestliner has been making boats forged with strength and defined by durability. As a world-wide leader, Crestliner continues to redefine the industry with boats built to last. A testament to our quality and craftsmanship, Crestliner has received the CSI Award of Excellence in Customer Satisfaction for Aluminum Outboard Boats for seven consecutive years. Learn more about Crestliner and its line of boats by visiting [www.crestliner.com](http://www.crestliner.com).

Crestliner is a division of Brunswick Corporation, a leader in the recreational marine industry. [www.brunswick.com](http://www.brunswick.com)

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