

Princecraft Boats Unveils the Next Evolution of its Brio Electric Series with Sustainable Power from Mercury Marine's Avator Electric Outboard Lineup

PRINCEVILLE, Québec – December 20, 2023 – Princecraft Boats announced today, the next evolution of its Brio 2.0 Electric series offering electric propulsion from Mercury Marine's Avator range of electric outboards. Princecraft's Brio Electric series ranges from 17' to 21' with advanced features and electric power options to ensure boaters are maximizing their time on the water.

"After launching the Brio 2.0 series in 2021, we've experienced incredible demand for continued electric options, and we're thrilled to officially launch the series with Mercury Marine's award-winning electric Avator series," said Rodier Grondin, Princecraft president. "Through our incredible partnership with Mercury, we are confident that our consumers will enjoy an elevated on-water experience with calm, quiet and smooth handling, intuitive controls and advanced technologies."

The Brio 2.0 Electric series lineup, includes:

	Brio 17	Brio 19	Brio 21-2s
Center line	5.4 M 17' 7"	6.0 M 19' 7"	6.6 M 21' 7"
Max capacity	7	7	9
Mercury Marine Avator Power	Avator 20e Avator 35e	Avator 20e Avator 35e	Avator 20e Avator 35e

The Princecraft Brio 2.0 series will officially launch with Mercury Marine's electric Avator outboards at the 2024 Toronto International Boat Show. To learn more about the Brio Electric Series, visit: princecraft.com, and to learn more about the performance capabilities on the Avator series on the Brio lineup, [click here](#).

About Princecraft® Boats Inc.

Since 1954, Princecraft® Boats Inc., headquartered in Princeville, Quebec, Canada, creates unparalleled experiences on the water for fishing and boating enthusiasts with "professionally rigged and ready" packages of aluminum fishing boats, pontoon boats, and deck boats. Its commitment is borne out of a deeply rooted heritage of unmatched craftsmanship, incomparable performance, and the promise of years of trouble-free boating. More fishermen, families, and dealers than ever join the Princecraft® family and create some of the best moments of their lives. For more information, visit www.Princecraft.com