



For additional information, contact:
Shelby Kirby, Director of Marketing
865-540-2083
Shelby.Kirby@SeaRay.com

FOR IMMEDIATE RELEASE

SEA RAY® LAUNCHES NEW SLX 350 MODEL WITH OPPORTUNITIES FOR SNEAK PEEKS

Sea Ray Continues Its 60th Anniversary Celebration

KNOXVILLE, Tenn. (Jan. 15, 2019) — Continuing its celebration of 60 years of remarkably crafted boats, Sea Ray will launch a new model of its world-renowned SLX 350 sport boat at the Miami International Boat Show, Feb. 14–18. Prior to the official launch, Sea Ray will offer sneak peeks of the new SLX 350 at the boot Düsseldorf 50th international boat show, Jan. 19–27; the New York Boat Show, Jan. 23–27; and the Minneapolis Boat Show, Jan. 24–27. Sea Ray’s brand-new SLX 350 hosts an array of features designed for an excellent on-water experience and optimal performance.

“The SLX series was launched to bring a luxury sport boating experience unlike any other to the market,” said Brad Anderson, Sea Ray president and general manager. “The evolution of the SLX 350 upholds the orchestrated excellence found across the SLX model line.”

Powered by a pair of Mercury® MerCruiser® 6.2L engines with Bravo Three® drives, and controlled via a joystick Axis® Propulsion System, the enhanced SLX 350 delivers a superior ride and unrivaled handling. NextWave™ innovations, such as quietRIDE™ technology featuring Tuned Transom®, and optional Dynamic Running Surface™ further elevate the luxury sport boating experience.

The updated SLX 350 offers a reimagined seating layout that is best-in-class with room for 18, anchored by a cockpit social area and “concealable” transom loungers. A fiberglass hardtop, with optional extended cockpit sunshade and bow shade, provide ample coverage from the elements. The intuitive helm comes standard with dual 9-inch Simrad® touchscreen information displays including Mercury VesselView® Link Data, chart plotting maps, depth and fish-finder capabilities.

- CONTINUED -

The new SLX 350 builds on the success of the prior SLX 350 model – with a significant added convenience, the Port Hideaway®. The interior Port Hideaway provides a relaxing air-conditioned space designed with families in mind.

“Our owners have provided feedback that they love the larger dayboats, but could extend their day or weekend even further with an expanded cabin space. The SLX 350 provides just that, an inviting space with an expanded cabin, comfortable plush seating, air-conditioning and a television,” said Brad Zoelle, Sea Ray vice president of category management.

Sleek design elements, unexpected accents and unique storage spaces can be found throughout the cabin and cockpit. A host of intelligent features combine in a sleek, stylish package that exceeds all expectations.

The new SLX 350 will be on display at the boot Düsseldorf international boat show, Jan. 19–27; the New York Boat Show, Jan. 23–27; the Minneapolis Boat Show, Jan. 24–27; and the Miami International Boat Show, Feb. 14–18, with additional appearances throughout the 2019 boat show season. For more information, and to view the Sea Ray line-up, visit SeaRay.com.

ABOUT SEA RAY

Headquartered in Knoxville, Tenn. Sea Ray is the world’s leading creator of superior quality pleasure boats. For 60 years, Sea Ray has pushed the limits of performance and craftsmanship to elevate the boating experience. Each Sea Ray is designed to make every moment exceptional, supporting boaters’ unique lifestyles with a customized balance of unparalleled comfort and performance and world-class technology throughout. Learn more about the Sea Ray Experience at SeaRay.com.

ABOUT BRUNSWICK

Headquartered in Mettawa, Ill., Brunswick Corporation’s leading consumer brands include Mercury Marine outboard engines; Mercury MerCruiser sterndrive and inboard packages; Mercury global parts and accessories including propellers, and SmartCraft electronics; Power Products Integrated Solutions; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts; Land ‘N’ Sea, BLA, Payne’s Marine, Kellogg Marine & Lankhorst Taselaar marine parts distribution; and Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; and Brunswick billiards tables, accessories and game room furniture. For more information, visit Brunswick.com.

###