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**FOR IMMEDIATE RELEASE**

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**Sea Ray® to Preview Boating Lifestyle Revolution at Fort Lauderdale International Boat Show**  
*Sea Ray to Offer Exclusive Owner's Experience and Sea Ray Connect Smart Boating Sneak Peek*

**KNOXVILLE, Tenn. (Oct. 17, 2018)** — For nearly 60 years, Sea Ray® has inspired generations of boaters' most remarkable experiences. Sea Ray's Fort Lauderdale International Boat Show display will allow enthusiasts to celebrate and explore Sea Ray's bold commitment to crafting the next generation of exceptional adventures.

**Sea Ray is introducing the world to boating technology that brings your boat into the palm of your hand with the launch of Sea Ray Connect.** Powered by NAUTIC-ON™ technology, Sea Ray Connect provides peace of mind by effortlessly conveying a boat's location and status of vital systems to users via a smartphone app. Boaters will be able to remotely view the condition of their boat's key components, receive alerts and share diagnostics with service providers should any system require attention.

**Sea Ray will also host a Sea Ray Owners Club lounge for owners to connect and relax** in partnership with Tommy Bahama, Fusion Audio, Waterway Guide and NAUTIC-ON. Owners are invited to experience Sea Ray's latest innovations, meet the team, and enjoy comfortable surroundings with charging stations and hospitality services.

"Sea Ray has crafted every detail of our unmatched boating experience to allow boaters to adventure and connect without compromise for almost 60 years," said Brad Anderson, president and general manager, Sea Ray Sport Boats and Sport Cruisers. "Our owner's experience and collaborative partnership with NAUTIC-ON will allow enthusiasts to stay connected to their boat even when they aren't on the water. We're beyond thrilled to show the world this exciting glimpse into what the future holds at Fort Lauderdale International Boat Show."

The Sea Ray experience can be explored at Red Zone G/H, Docks 43-57, hosting a number of outboard-powered craft from their acclaimed line-up, including:

- [SDX 250 Outboard](#)
- [SDX 270 Outboard](#)
- [SDX 290 Outboard](#)
- [Sundancer 320 Outboard](#)
- [Sundancer 350 Coupe](#)
- [SLX 310 Outboard](#)
- [SLX 350 Outboard](#)
- [SLX 400 Outboard – Flagship Model](#)

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The Fort Lauderdale International Boat Show runs from Oct. 31 – Nov. 4, 2018. Media is invited to visit Sea Ray's display during show hours. To make an appointment for a guided tour or for executive interviews with the Sea Ray team, please contact Sara Moore at [sara.moore@searay.com](mailto:sara.moore@searay.com).

For more information about Sea Ray and to view their complete lineup, please visit [searay.com](http://searay.com).

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#### **ABOUT SEA RAY**

*Headquartered in Knoxville, Tenn. Sea Ray is the world's leading creator of superior quality pleasure boats. For nearly 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](http://searay.com).*

#### **ABOUT BRUNSWICK**

*Headquartered in Mettawa, Ill., Brunswick Corporation's leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Ancor, Attwood, BEP, Blue Sea Systems, Czone, Del City, Garelick, Lenco Marine, Marinco, Mastervolt, Mercury, NAUTIC-ON, Park Power, Progressive Industries, ProMariner, Quicksilver and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Lankhorst Taselaar, Payne's Marine and BLA parts and accessories distributors; 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 <http://www.brunswick.com>.*