

For Immediate Release

CRYSTAL RIVER, FLA. (July 23, 2007) – What better way for Pro-Line Boats to celebrate its 40th anniversary than to honor the model upon which the company was founded? With the introduction of its new 23-foot Dual Console, Pro-Line provides a nostalgic remembrance of its original 24-footer with tremendous contemporary advancements.

“It’s a 40-year metamorphosis,” said Pro-Line General Manager John E. Walker. “Four decades ago, the 24 DC was the hottest new fish boat around. Now, for 2008, this 23 DC is going to be the hottest boat out there. It’s clear to see how much boating has changed over 40 years, and Pro-Line has adapted its designs to constantly meet our customers’ expectations.”

Underlying an attractive package of functional and aesthetically pleasing enhancements, the most significant difference in today’s Pro-Line dual console is the company’s innovative Fiberglass Integrated Structural Technology. Also known as “FIST,” this superior boat building process replaces all wood with high-density, closed-cell foam coring and yields a rock-solid hull with nothing to rot.

Created with the family boater in mind, the 23 DC offers a fun bow-riding style with serious fishing features such as rod holders and horizontal rod racks, twin 30-gallon fish boxes and 18-gallon lighted livewell with raw water washdown. Deep floor storage accommodates a full load of water toys, while the low profile stainless steel bow handrail, integrated dive platform with ladder, Porta-Potti (inside port console), and tempered glass windshield with pass-thru and curtain make this a supremely comfortable boat for hours of fun on the water.

One of the 23 DC’s most popular features is its multiple seating configurations. Captains chairs come standard, but options include back-to-back seats (port and/or starboard), folding rear bench and lounge seats (port and/or starboard). Optional bow cushions and bolsters, ski post, Bimini top, trim tabs, and electronics packages will also enhance the 23 DC.

A true sport utility vessel for the water, Pro-Line’s 23-foot dual console provides endless entertainment for families and friends who want to enjoy skiing, diving, sightseeing, camping, or just a simple play day on the lake, river or coast. And when it’s time to wet a line, the 23 DC continues Pro-Line’s proud heritage of angling excellence that started four decades ago with its rugged predecessor.

“There’s a lot of variety for how families may choose to use this boat, but the 23 DC still has the strong fishability features of all Pro-Line boats,” Walker said. “This boat has a huge cockpit so it’s great for carrying a full load of family and friends or handling big fish.”

Based in Crystal River, Fla., and owned by American Marine Holdings, Pro-Line Boats tops the industry in quality, dependability and customer satisfaction. A National Marine Manufacturers Association-Certified Boat Builder, Pro-Line is a 6-time recipient of NMMA's prestigious Award for Excellence in Customer Satisfaction.

With a 32-point inspection process, Pro-Line boats are built to exceed NMMA, U.S. Coast Guard and European CE standards. A 10-year transferable hull warranty comes standard on every Pro-Line boat.