

For Immediate Release

CRYSTAL RIVER, FLA. (July 23, 2007) – In the competitive marketplace, customer choice stands as a key motivator in buying decisions. Pro-Line took that principle to heart in designing its new 23-foot Bay Boat – available in two versions (basic and XS) of the same sleek fishing machine.

“Pro-Line is the leader in saltwater fish boats, so we’re trying to accommodate all of our customers by giving them more control over how their boat is set up,” said Pro-Line General Manager John E. Walker. “You shouldn’t have to buy things you don’t want, but we want to make them available for those who do.”

“What we wanted to do is say ‘You can come in with all the bells and whistles or you can get into a basic model if that’s what you need.’”

With an extended forward casting deck spacious enough to accommodate a fighting chair, the 23 Bay’s standard features include lockable rod storage that fits 7-foot rods, 38-gallon livewells, 98-gallon fish box, boarding ladder, vertical and gunwale rod holders, hydraulic steering and stainless steel grab rail.

The 23 Bay XS bolsters its standard package with a 2-bank battery charger; battery switch (for dual batteries); jack plate; recirculating baitwell timers; trim tabs; trolling motor wiring; and aluminum leaning post with rod holders, storage and cooler. The XS also reaches into the serious fisherman’s mindset by offering edgy amenities such as a forward mini-livewell, which allows anglers to hold a couple scoops of bait to last them through a hot bite without having to leave the bow.

Enhance either version of the Pro-Line 23 Bay by adding a t-top or Bimini top, spreader lights (requires t-top), Power-Pole, removable casting deck seats (forward or aft), trolling motor and one of several electronics packages. With such a breadth of options, bay boaters will appreciate the ability to rig their boat as they see fit.

“Take your pick,” Walker said. “For the serious fisherman who has to have all the accessories, we recommend the Pro-Line 23 Bay XS. But for the family boater who doesn’t fish the boat competitively, you can get into a good bay boat and option it out the way it suits you.”

Widely known as the ultimate crossover vessels, Pro-Line bay boats provide anglers with a high degree of shallow water performance, while extending their fishing range to coastal and offshore areas. In a single day, the Pro-Line bay boat may see its owner stalking redfish, snook and speckled trout in a foot of water, casting baits to tarpon on the beach and pulling grouper off the nearshore reefs.

It's not easy achieving such diverse functionality, but Pro-Line's 23 Bay makes this all possible with an 8-foot, 6-inch beam, 11-inch draft, spacious forward deck and an 85-square-foot cockpit with 360-degree fishability. For stealthy moments, anglers will appreciate the 23 Bay's smooth approach, while Pro-Line's rugged dependability ensures a stable ride in choppy conditions.

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.