

M & P Yacht

C E N T R E

Canada's #1 Boat Dealer - Est. 1957

Contact: Jessica Walker
Phone: 604-692-0333 x4223
Email: jessica@mpmercury.com

FOR IMMEDIATE RELEASE

Boston Whaler's Flagship 420 Outrage Debuts in Vancouver

Vancouver, BC (April 14, 2016) – Cutting-edge technology and effortless style were on display at Coal Harbour Marina, as M&P Yacht Centre hosted the debut of the West Coast's first Boston Whaler 420 Outrage on Saturday, April 9th.

Honored guests witnessed the launch of this inspired unsinkable masterpiece on a gloriously sunny afternoon, and were also invited to view the West Coast-inspired Conquest Pilothouse series, including the 285, 315 and 345.



"Whaler has done it again!" said M&P Yacht Centre President, Bob Pappajohn. "We are thrilled to introduce Boston Whaler's largest, most spectacular boat to our West Coast audience. The 420 Outrage is true comfort and luxury in an incredibly capable package."



Since its initial release in Miami, Florida, the flagship 420 Outrage has garnered a great deal of attention, and was recently named *Boating* magazine's 2015 Boat of the Year.

"The 420 Outrage marks a new chapter in the Boston Whaler legend," said

Boston Whaler President Huw Bower. "The level of sophistication, comfort, performance and capability is unparalleled—truly, this is a boat like no other."

The launch event also featured presentations by special guests including Boston Whaler's John Foster, Manager of the large boat division in Edgewater, Florida. Andy White, Business Development and Technical Manager from Mercury Marine answered questions on the new "white hot" state-of-the-art, marketplace-dominating 350 Verado engines powering the 420 Outrage, Levy Manuel from Raymarine demonstrated the latest technology and Astrid Trittenbass shared an invitation to participate in the upcoming 5th Annual Chinook Salmon Fishing Derby.

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For a closer look at the 420 Outrage, [click here](#) to visit the brochure photo gallery.

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The 420 Outrage Launch Event took place on April 9, 2016. The 345 Pilothouse Conquest and many other models from Boston Whaler, Sea Ray and Meridian are available for viewing by appointment at M&P Yacht Centre. If you missed this incredible event, please contact M&P's Yacht Sales division at 604-692-0333 x4223 to schedule your personal tour of the latest new additions to M&P's Yacht Collection.

About M & P Yacht Centre / M & P Mercury: M&P Yacht Centre is the on-water location of M&P Mercury in Coal Harbour, Vancouver. M&P has three locations in total, including Coal Harbour, Burnaby and Nanaimo, was established in 1957 and is the West Coast dealer for seven high-quality boat lines: Sea Ray, Boston Whaler, Bayliner, Meridian, MasterCraft, Striper and Hatteras. M&P is the marine industry's only Five Star Certified marine dealer on the West Coast and the #1 ranked boat dealer in Canada by Boating Industry's Top 100. M&P strives to make the boating lifestyle the most rewarding, fulfilling and memorable experience possible. For more information, visit www.MPMercury.com.

About Boston Whaler: For more than 50 years, Boston Whaler has been building superior quality unsinkable runabouts, cruisers and center console boats. Founded in 1958 and currently headquartered in Edgewater, Fla., the company's unique foam-cored construction process contributes not only unsurpassed flotation, but also superior ride characteristics and durability. The current product line ranges from 11 to 42 feet and is distributed around the world by a network of exceptional dealers. For more information about The Unsinkable Legend™, please visit www.bostonwhaler.com. Boston Whaler is owned by Brunswick Corporation, the largest marine manufacturer in the world.