

# M & P Yacht

C E N T R E

Canada's #1 Boat Dealer - Est. 1957

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## FOR IMMEDIATE RELEASE

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### West Coast Arrival of All-New Sea Ray 400 Sundancer met with Great Fanfare

**Vancouver, BC (November 21, 2015)** – Sleek lines and a fresh design were on display at Coal Harbour Marina, as M&P Yacht Centre hosted an unveiling ceremony for the new 2016 Sea Ray 400 Sundancer on Friday, November 21.

Over one hundred guests witnessed the grand reveal of this inspired Sport Yacht, and were also invited to view the luxurious L650 and new 350 Sundancer Hardtop edition. The premiere included fine wine, inspired cuisine by Cardero's Restaurant and musical accompaniment by Girl on Wax.



Since its release two weeks ago in Ft Lauderdale, the popular 400 Sundancer has garnered a great deal of attention from boating enthusiasts thanks to an interior optimized for social interaction. “The new 400 Sundancer and 400 Fly represent a design approach focused on the customer experience, based on a deep understanding of how boaters interact with nature and with each other,” said Sea Ray President Tim Schiek. “Indoor space and outdoor space are used harmoniously in these beautiful new sport yachts.”

This exclusive West Coast Premiere marked the kickoff of Yacht Expo West – a high-end yacht event featuring product viewings and test rides of some of the finest boats and yachts.

For a closer look at the 400 Sundancer and this event, [click here](#) to visit the photo gallery.

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Yacht Expo West took place from November 21 to 23. The 400 Sundancer and many other models from Sea Ray, Boston Whaler 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 this sensational new addition 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](http://www.MPMercury.com).

**About Sea Ray:** Founded in 1959, Sea Ray is the world's largest manufacturer of superior quality pleasure boats. Sea Ray is headquartered in Knoxville, Tenn., and operates as part of the Boat Group division of Brunswick Corporation. With more than 40 models ranging from 18 to 65 feet, Sea Ray makes a boat for every lifestyle - each built with a unique commitment to quality, craftsmanship and excellence throughout. Additional information about Sea Ray is available at [www.searay.com](http://www.searay.com).