

Hurricane

2009 CSI Award
Recipient



Deck Boats



POSITIONING STATEMENT

For recreational boaters, who have lots of friends, looking to get the most out of one boat, Hurricane is the deck boat that delivers the most value in boating. Only Hurricane provides the most choices, options, versatility, performance and comfort --like three boats in one. **Hurricane — Take the Water by Storm.**

TARGET AUDIENCE

- 55% of buyers have household income between \$50,000 - \$150,000;
- 45% of buyers are between the ages of 35-55;
- 91% of Hurricane consumers are male;
- 30% of the buyers have children living at home.
- Almost equal primary usage distribution between cruising, entertaining, fishing and skiing/recreation.

BRAND DESCRIPTION

Your perfect day starts with fishing and ends with a sunset cruise. In between, you're skiing, tubing, picnicking — it doesn't matter —as long as you're on the water. The original deck boat - the Hurricane delivers the smooth performance and sporty handling you need to carve the lake up right. Ample deck space and generous amenities make it the perfect platform for casting a rod or catching a sunset. Versatile performance. Practical comfort. No wonder Hurricane is the best-selling deck boat with 70% market share in outboard deck boats.

DEALERS RECEIVE

- Flex Funds
- Generous Volume Discounts
- Flyers, Catalogs, Video and Product Information Guides
- Boat Show Support
- National Advertising
- Market Intelligence
- Professional Photography
- Award-winning website
- National Public Relations
- Strong Warranty Support

MARKETING SUPPORT

