



FOR IMMEDIATE RELEASE

Contact: Nicki Polan, Executive Director
Michigan Boating Industries Association
P: 734.261.0123, ext. 4, npolan@mbia.org

Amanda Wendecker, Director of Marketing
P: 734.261.0123, ext. 3, awendecker@mbia.org

More than 90 New Models Debut in MI at the Detroit Boat Show!

Livonia, Mich., January 30, 2018 – On the heels of the premier North American International Auto Show, the Detroit Boat Show Cruises into Cobo Center February 17-25, turning the Motor City into the “Boater City” for nine days of summer fun. Much like the Auto Show, the Detroit Boat Show features the latest and greatest from boat manufacturers, with more than 90 new models on display. Unlike the Auto Show, these boats are sold right at the show. More than one hundred of Michigan boat dealers are displaying vessels from 10’-46’ at the best prices of the year.

Everything from personal watercraft, dinghy’s, ski boats, fishing boats for inland lakes and offshore, pontoons, cruisers and more are on display and manufacturers are pulling out all the stops in 2018. Trends for 2018 include maximizing space and efficiency in vessels, providing more comfort and space to bring more people aboard, and continuing to bring state-of-the-art technology to the helm.

“Cross-over boats are really becoming popular. People are looking for those center-lane boats because it lets them do a little of everything,” said Patti Smith, co-owner of Silver Spray Sports. “Manufacturers are really stepping up the technology this year. It’s not just about having fun on a boat – now, it’s also about having all the amenities you’d want in a car or even your home right there on the boat.”

“Whether you’re in the market for a new boat or not, just seeing the new model debuts at the Detroit Boat Show is a treat,” said Show Manager Nicki Polan. “Each year we’re amazed at the integration of technology, comfort, and even colors we see come into the show.”

The 60th annual Detroit Boat Show is February 17-25 at Cobo Center in Detroit. Admission to the boat show is \$13 for adults; children 12 and under are free with an adult, and seniors 65 and older receive free admission on Monday. Tickets, other special admission days and hotel accommodations provided by the Courtyard Detroit Downtown are available at Detroitboatshow.net. HOURS: Saturdays: 10 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; and Tuesday through Friday: 3 p.m. – 9 p.m. Parking is available at Cobo Center and surrounding lots. The Detroit Boat Show is sponsored by Great Lakes Scuttlebutt, Official Magazine of the Detroit Boat Show and the Courtyard Detroit Downtown, Official Hotel of the Detroit Boat Show and Michigan Golf Cart. FOR MORE INFORMATION visit Detroitboatshow.net or call 1.800.932.2628.

###