

DISCOVER
BOATING®

ATLANTA
BOAT SHOW®

PROGRESSIVE®

JANUARY 8-11, 2026



2026 SHOW GUIDE

**SHOW
HIGHLIGHTS**

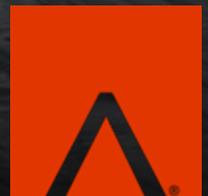
PAGES 6-9

**BOATS BY
BRAND**

PAGE 13

**SHOW
MAP**

PAGES 16-17





ON THE WATER. UNDER THE RADAR.

INTRODUCING THE VERSATILE, NEW
MATTE BROWN YAMAHA OUTBOARDS.



ALL NEW MATTE BROWN
F70 | F60 | F50 | F25



DON'T LET A REFLECTION GIVE YOU AWAY. Yamaha's new, low-sheen, earth-toned outboards are the perfect cover for waterfowl hunters and camouflaged boaters. Learn more about the new Matte Brown F70, F60, F50, and F25 at YamahaOutboards.com.

REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal flotation device and protective gear. This document contains many of Yamaha's valuable trademarks. It may also contain trademarks belonging to other companies. Any references to other companies or their products are for identification purposes only, and are not intended to be an endorsement. © 2015 Yamaha Motor Co., Ltd. All rights reserved. 17866-894-1000

CONTENTS



THANK YOU SPONSORS!

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PROGRESSIVE



- 04** Welcome
- 06** Show Highlights
- 10** Fred's Shed & Seminar Schedule
- 13** Boats By Brand
- 14** NMMA Certified® Boats By Brand
- 16** Show Map
- 19** Exhibitor List
- 26** Saltwater Fishing Seminars
- 29** Boat Buying Guide
- 30** 5 Reasons to Buy a Boat This Winter





DISCOVER
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PROGRESSIVE®

Welcome to the Discover Boating® Atlanta Boat Show® in partnership with Progressive®!

We're thrilled to welcome you to the 46th edition of Georgia's biggest boating event. It's great to have you with us. As the holiday glow fades, this is the place to escape the dreary winter weather, spend a few hours checking out 2026's most exciting boats, score some awesome gear, and start dreaming about those sunny summer days on the water.

What will you find at this year's show? For starters—an incredible lineup of new boats. So, whether you're looking for your first boat or your next boat, you'll have plenty of options to shop and compare (plus take advantage of show deals and incentives). Not ready to buy right now? It's still fun to see what's new and check out the latest innovations and cutting-edge designs.

You'll also find a great selection of gear—accessories for all your favorite on-water activities and upgrades to enhance your time on the water. Not to mention items you didn't know existed, or realize you needed.

Finally, this year's show is jam-packed with attractions, interactive exhibits, and resources to keep your entire crew entertained. Catch live fishing demos and seminars at the Bass Tub, try surfing on the Surf Simulator, head to Fred's Shed How-To Center for DIY advice, and let the kiddos play in the Kids' Zone. When you need a break, swing by the Discover Boating Lake Life Lounge to enjoy a drink and music. There really is something for everyone.

We hope you enjoy the show. See you out here!



Courtney Erhardt
Show Manager

P.S. Be sure to check out DiscoverBoating.com for boating tips, expert advice, resources and more.



GODFREY
PONTOON BOATS

Make it last.



SeaView™ Gate



Click & Cruise Accessories for the Rail Frame

The Godfrey Pontoon Boats refreshed Monaco series now blends sleek design with versatile layouts, powerful engine options, and luxury finishes. The new Seaview™ Gate enhances the open-water experience, while the Click & Cruise rail system makes customization effortless with various options.

@godfreypontoonboats  

www.godfreypontoonboats.com



Come See us in Booths F4 & H2 to Learn More About Our Boats!

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SHOW HIGHLIGHT



Discover Boating Lake Life Lounge Space A40A

Step into a space where the sun is always out, the playlist hits just right, and the atmosphere is pure summer. The Discover Boating Lake Life Lounge is an easygoing hang where you and your crew can kick back, catch up, and discover the best of boating surrounded by hundreds of the hottest new boats available. After exploring the show, stop here to relax and plot your next course—whether it's pondering your first or next boat purchase, meeting friends, or soaking up laid-back boating vibes.

Live Music—Britt Black Band

Georgia native Britt Black and his high-energy band will fire up the Discover Boating Lake Life Lounge with their blend of rocking country and Southern Rock. Enjoy a mix of crowd-pleasing favorites from artists like Luke Combs, Kacey Musgraves, Shania Twain, Chris Stapleton, Miranda Lambert, Brooks & Dunn, and others.

Live sets kick off Thursday and Friday at noon, and Saturday and Sunday at 11 am.

Golf Simulator

Tee off at Tahoe! Step off the show floor and onto the fairway to experience the iconic 17th Hole of Lake Tahoe's Edgewood Golf Course. Grab a club, take a swing and see what it feels like to play like the pros.

The Golf Simulator will be at the show Friday through Sunday.



S



Surfing Simulator Kids' Zone | Space 401

Surf's Up! Test your surfing skills aboard a real surfboard—without ever getting wet. Will you be able to hang ten or will you wipe out into the inflatable ocean?

THURSDAY & FRIDAY: 12PM-7PM

SATURDAY: 11AM-7PM | **SUNDAY:** 11AM-4PM

**Kids must be accompanied by an adult. Waivers are required to participate.*



Cornhole Tournament Saturday, January 10 | Space A40A

Join us for our 3rd annual Cornhole Shootout Saturday at 1pm and compete for a **grand prize valued at \$850.**

Sponsored by 92.9 The Game





Fred's Shed How-to Center—presented by Progressive® | Space B16

Tips, tricks, and DIY advice for every boater—from first-timers to experienced captains. Have a boat or engine problem you haven't been able to fix? Stop by and ask our tech expert about it.

Let's Go Fishing Center Bass Tub Live Fishing Demos & Seminars | Space 451

Watch pro anglers demonstrate fishing and casting skills at this 5,000-gallon aquarium. See how fish react to different fishing techniques, baits, and lures.



Safety Seminar: Before You Pack Your Cooler Space 309

Learn practical, real-world steps to keep your boating adventures safe, fun, and worry-free. Topics include inspecting and maintaining required safety equipment, float plans, backup power sources, first aid kits and more. Packed with common-sense tips and advice, this seminar will leave you better prepared for any day on the water.

Presented by Captain John Grobe and the U.S. Coast Guard.



FUN FOR THE FAMILY!

Family Day | Sunday, January 11

Bring the whole family for a day of fun at the Boat Show. The \$28 Family Day pass is good for 2 adults and 2 children under 17 years old and is only available for purchase online on Sunday.

Kids' Zone

Space 401

Fun activities for youngsters of all ages.

Face Painting

FRIDAY: 3PM-7PM

SATURDAY: 11AM-6PM

SUNDAY: 11AM-6PM

Minnow Racing

Ready, set...splash! Minnow jockeys guide their tiny racers down a water-filled track, with the first to the finish line winning. Fun for kids of all ages.

THURSDAY & FRIDAY: 11AM-6PM

SAT: 10AM-6PM

SUN: 10AM-4PM

Bracelet & Keychain Bar

Kiddos can select from a variety of beads and nautical-themed charms to create their own bracelet or keychain to take home as a show souvenir. Open to kids of all ages.

SAT: 11AM-3PM

SUN: 1PM-4PM

Virtual Reality Adventure Game

Young mariners can enjoy a splash-tastic adventure without leaving the show floor. This hands-on VR experience brings boating to life and lets kids virtually experience the excitement of a day on the water.



FRED'S SHED

HOW-TO CENTER—PRESENTED BY PROGRESSIVE®

Tips, Tricks & DIY Advice for Boaters of all Skill Levels

How Do I Know if I Have the Correct Prop?

What pitch prop should you use? Are there advantages of a 4-blade prop over a 3-blade? Which is better aluminum or stainless steel? Get answers to these questions and learn how props impact performance and fuel economy.

Basic Motor Maintenance for Marine Engines

Learn basic maintenance and how to prevent problems before they happen to keep your gaspowered outboard running at its best. We will dive into the carburetor and fuel injection systems of both today's and yesterday's boats, and look inside a motor cutaway to gain a better understanding of motor mechanics.

What Is the Correct Fuel for My Motor and How Do I Care for It?

Wondering what is best for your boat—pure gas, E10 or E15? Is there a difference between marina gas and gas from car pumps? Should you store your boat full or empty? How does ethanol affect marine engines? This session tackles fuel system basics, including the tough subject of ethanol in marine engines.

What Boat Is Right for You?

Join us for a deep dive on how to figure out what boat is right for you. We will speak about new boats vs used boats and the benefits of both. We go through the types of boats and which boat will fit your personal needs.

Ask Our Experts—Talk with a Tech Pro

Stop by for a free one-on-one consultation with our certified marine technician. Get professional advice and answers to your questions enhanced by hands-on demonstrations of tools and techniques on boat and motor cutaways. Sessions are first come, first served.

Boater Basics: Essential Skills Every Boater Needs to Know

New to boating? We're here to help make sure you know how to choose the right boat for you and your family. Join us to learn what you need to consider as you are boat shopping today. We will also dive into the rules on the water similar to the rules of the road.

Let's Talk Marine Electronics

What to learn about marine electronics? Join us as we touch on chart plotters, fish finders, transducers, wiring, auto pilots, as well as wiring tools and crimps. We will also discuss the installation of accessories.

Winterization and the Proper Way to Store Fuel in my Boat in the Off Season

Learn the important steps to preparing your boat for its winter nap. We will discuss fuel storage, water draining if any, the best time to do any maintenance prior to the next season and other important winterizing tips.



Watch, learn and do!

First-time boaters and seasoned do-it-yourselfers alike can boost their boating know-how with professional, practical advice from boating and tech experts. Daily seminars cover everything from getting started, to service and maintenance, to updating and operating, include live demos of techniques and tools and end with Q & A sessions.

It's all FREE, compliments of the Discover Boating® Atlanta Boat Show.®



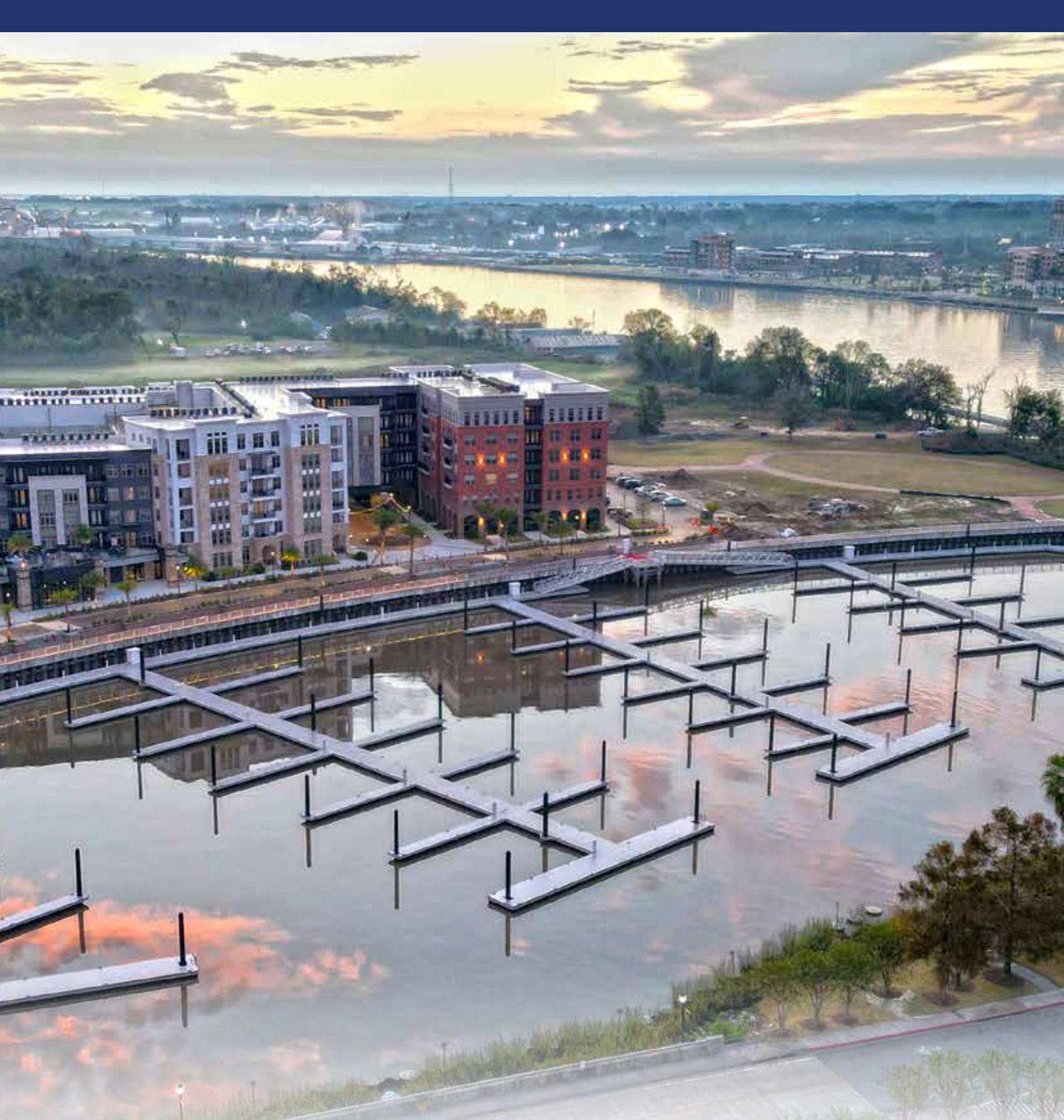
FRED'S SHED SEMINAR SCHEDULE

TIME	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10am	--	--	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro
11am	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Basic Motor Maintenance for Marine Engines	How Do I Know If I Have the Correct Prop?
12pm	Boater Basics: Essential Skills Every Boater Needs to Know	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	Boater Basics: Essential Skills Every Boater Needs to Know	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season
1pm	What Boat Is Right for You?	Let's Talk Marine Electronics	What Boat Is Right for You?	Let's Talk Marine Electronics
2pm	What Is the Correct Fuel for My Motor and How Do I Care for It?	Boater Basics: Essential Skills Every Boater Needs to Know	What Is the Correct Fuel for My Motor and How Do I Care for It?	Boater Basics: Essential Skills Every Boater Needs to Know
3pm	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro
4pm	Let's Talk Marine Electronics	Basic Motor Maintenance for Marine Engines	Let's Talk Marine Electronics	Basic Motor Maintenance for Marine Engines
5pm	How Do I Know If I Have the Correct Prop?	What Boat Is Right for You?	How Do I Know If I Have the Correct Prop?	--
6pm	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	What Is the Correct Fuel for My Motor and How Do I Care for It?	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	--
7pm	Basic Motor Maintenance for Marine Engines	How Do I Know If I Have the Correct Prop?	Basic Motor Maintenance for Marine Engines	--



**STOP BY AND SEE HOW YOU
CAN RECEIVE ONE OF THESE
FREE GIVEAWAYS!**





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SULLIVAN**

THE MARINA COMPANY



IntSales@MeecoSullivan.com

800-232-3625

MeecoSullivan.com

BOATS BY BRAND

ATX	Impact Marine	A4, A5	Harris*	Park Marine Boating Center	I2, I4	Sea-Doo PWC	Jet Thrust	C6
Avalon Pontoon*s*	Grass Shack @ Lake Lanier	K8	Hurricane*	Carefree Boat Sales	H1, H2, E34	Sea-Doo PWC	Mountain Motorsports	L4
Axis Wake*	Singleton Marine Group	C8	Kawasaki	Crowe Marine	F30	Sportsman Boats*	T & S Marine Sales	J4, J8
Balise*	Watersports Central	E4	Key West	Grass Shack @ Lake Lanier	K8	Starcraft*	Advantage Boat Center	I30
Barletta Boats*	Singleton Marine Group	D4	Malibu Boats*	Singleton Marine Group	C8	Starcraft*	Starcraft Marine	I30
Bennington*	Atlanta Marine	H30	Manitou Pontoon Boats*	T & S Marine Sales	J4, J8	Sun Tracker*	White River Marine Group	L2
Bennington*	Crowe Marine	F30	MasterCraft*	Skier's Marine	B30	SunCatcher*	G3 Boats	B4
Bentley	T & S Marine Sales	J4, J8	Montara Boats*	A Boat House Inc.	F4, F6, F8, F10, G4	Supra*	Atlanta Marine	H8
Blackfin*	Carefree Boat Sales	E34, H1, H2	Monterey Boats*	Carefree Boat Sales	E34, H1, H2	Supreme Boats*	The Boat Shop	E30
Blackfin*	Monterey Boats	E34	Monterey Boats*	Monterey Boats	E34	Sylvan*	MarineMax Lake Lanier	J30, K30
Boston Whaler*	MarineMax Lake Lanier	J30, K30	Monterey Boats*	Atlanta Marine	H8	Tahoe*	Avalon & Tahoe Manufacturing	E36
Carolina Skiff	A Boat House Inc.	F4, F6, F8, F10, G4	Moomba*	Watersports Central	E4	Tahoe*	Cove 2 Coast Marine	F36
Centurion Boats*	The Boat Shop	E30	Nautique*	White River Marine Group	L2	Tahoe*	White River Marine Group	L2
Chaparral*	Atlanta Marine	H4	Nitro*	Paradigm Boats	L6	Tiara*	Singleton Marine Group	D30
Chaparral*	Chaparral	H4	Paradigm	Skier's Marine	B30	Tidewater	Cove 2 Coast Marine	F36
Chaparral*	Crowe Marine	F30	Premier*	White River Marine Group	L2	Tige	Impact Marine	A4, A5
Chris Craft*	Watersports Central	E4	Ranger Boats*	Singleton Marine Group	D30	Tracker*	White River Marine Group	L2
Cobalt Boats*	Singleton Marine Group	C30, D30	Regal*	White River Marine Group	L2	Veranda*	The Boat Shop	E30
Crest*	Watersports Central	E4	Regency*	Watersports Central	E4	Viaggio*	Impact Marine	A4, A5
Crownline Boats*	Cove 2 Coast Marine	G32	Revel*	Atlanta Marine	H8	Xpress Boats*	Advantage Boat Center	J32
Evotti	Atlanta Marine	H30	Robalo*	Carefree Boat Sales	E34, H1, H2	Yamaha Boats*	Park Marine Boating Center	I2, I4
Evotti	Crowe Marine	F30	Sailfish Boats*	A Boat House Inc.	F4, F6, F8, F10, G4	Yamaha WaveRunner	Jet Thrust	C6
Excel	A Boat House Inc.	F4, F6, F8, F10, G4	Sea Chaser	Cove 2 Coast Marine	G32	Yamaha WaveRunner	Mountain Motorsports	L4
G-3 Boats*	G3 Boats	B4	Sea Fox	Atlanta Marine	G30			
Godfrey Pontoon Boats*	A Boat House Inc.	F4, F6, F8, F10, G4	Sea Pro Boats*	MarineMax Lake Lanier	J30, K30			
Godfrey Pontoon Boats*	Carefree Boat Sales	E34, H1, H2	Sea Ray Boats*					

* Indicates the brand is NMMA Certified®



NMMA Certified: Quality Tested Inside & Out

NO SHORTCUTS. NO GUESSWORK. JUST CONFIDENCE YOUR BOAT WAS BUILT RIGHT.

No matter what your dream boat looks like, every NMMA Certified boat has exactly what you're looking for: quality you can trust, reliability that lasts, and safety you can count on.

You want to enjoy your time on the water. You want a boat that you and your crew can count on for years to come. You want the peace of mind that comes from knowing your boat is built to the highest standards. That's why you want an NMMA Certified boat.

Sure, every boat sold in the U.S. must meet basic U.S. Coast Guard standards. But NMMA Certification? It's voluntary. And it goes well beyond those minimum requirements. When you see the NMMA Certified logo on a new boat, you know you're looking at a boat that has been thoroughly tested inside and out. Everything from the electrical systems to fuel lines to flotation meets the industry's highest safety and construction standards.

Here's what makes the difference

To earn the right to display the NMMA Certified logo on its boats, NMMA Certified boat manufacturers submit to independent, third-party inspections annually to ensure manufacturing processes consistently meet certification standards. Not just once—every year.

Inspectors verify that everything meets American Boat & Yacht Council (ABYC) standards—the gold standard for boat design, construction, systems and safety.



Real benefits

Here's something else worth knowing: NMMA Certified boats are seven times less likely to be recalled by the U.S. Coast Guard than uncertified boats. Seven times. That's not a small difference—that's the difference between worrying and enjoying your time on the water. Certified builders also employ specialists trained in ABYC standards to catch issues before they reach the showroom floor, so you can rest easy knowing that every system on board meets the highest standards.

How to spot an NMMA Certified boat

Look for the NMMA Certified logo on the capacity plate or yacht plate. Many manufacturers also display it in brochures or on their website.

Make NMMA Certification one of the first things you look for when buying a new boat, so you can focus on what really matters—enjoying your time on the water.

Visit [DiscoverBoating.com/certified](https://www.discoverboating.com/certified) for a list of certified manufacturers.

NMMA CERTIFIED BOAT, YACHT AND PWC MANUFACTURERS

A AB Inflatables	Everglades	N Monterey Boats	South Wind
Action Craft	Evolve	Moomba	Spartan Boats
Alumacraft	F Fish Rite	Nautic Star Boats	Sportsman Boats
Arc Boats	Fleming Yachts	Nautique	Starcraft
Armada	FLOE Craft	Navan	Stingray Boats
Ascend	Formula	Neptunus Yachts	Sun Tracker
Avalon Pontoons	G Four Winns	Nitro	SunCatcher
Aviara	G-3 Boats	P Pathfinder	SunChaser
Axis Wake	Godfrey Pontoon Boats	Pavati	Suncruiser
Axopar	Grady-White Boats	Phenom	Supra
B Azimut	H Grand Banks	Premier	Supreme Boats
Back Cove Yachts	Harris	Princecraft	T Sylvan
Balise	HCB Yachts	Pursuit	Tahoe
Barletta Boats	Helios	Q Quarken	Tahoe Pontoon Boats
Bass Cat	Hellkats Powerboats	R Qwest Pontoons	Taiga
Bayliner	Hewes	Ranger Boats	Thunder Jet
Bennington	Heyday	Ranger Tugs	Tiara Sport
Berkshire	Hurricane	Reflex	Tiara Yachts
Bertram	HYFOIL Marine	Regal	Tracker
Bestway USA	I iKon	Regency	Trifecta
Blackfin	Intrepid Powerboats	Regulator	U Triton Boats
Boston Whaler	Invincible	Reign	Ultrasport
C Brunswick Commercial	J J-Craft	Revel	Uttern
Catalina Yachts	Jupiter	RH Aluminum Boats	Varatti Boats
Centurion Boats	K Katanacraft	Robalo	Veranda
Chaparral	Kawasaki Motor Mfg Corp USA	S Sabre Yachts	Vexus
Chris Craft	Kyma	Sailfish Boats	Viaggio
Cigarette Racing	L Landau Boats	Saxdor Yachts	Vita Yachts
Coastal-Vokey	Legend Boats	Scarab	W Walker Bay Boats
Cobalt Boats	Leopard	Scout	WaterCar
Cobia	Lowe Boats	Sea Ark Boats	Watersports Car
Contender Boats	Lund	Sea Pro Boats	Weldcraft
Crest	M Mako	Sea Ray Boats	Wellcraft
Crestliner	Malibu Boats	Sea-Doo	Williams Jet Tenders
Crevalle Boats	Manitou Pontoon Boats	Sea-Doo Pontoon	X Shore
Crownline Boats	Mantus Dinghy	SeaHunter	XO
Cruisers Yachts	Maritimo	Shadow Six Racing	Y Xpress Boats
Cutwater Boats	Marlow Yachts	Skeeter	Yamaha Boats
Cypress Cay	MasterCraft	Smoker Craft	Yamaha WaveRunners
D Dave's Custom Boats	Maverick	Solace Boats	Yar-Craft
Duckworth	Montara Boats	Solara	Yellowfin
E EdgeWater		South Bay	

List current as of December 9, 2025.

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KEY

-   RESTROOMS
-  INFORMATION
-  TICKETS
-  FIRST AID
-  BOATS
-  SHOW FEATURES
-  ACCESSORIES
-  DOCKS/DOCK ACCESSORIES
-  ATV/GOLF CARTS/OUTDOOR EQUIP.
-  SPONSORS
-  MARINAS/CAMPGROUNDS/TRAVEL
-  DETAILING/CLEANING
-  ENGINES
-  CLUBS/ORGANIZATIONS
-  EXHIBITOR

 Food Court
600

Launching Point

Launching Point

Bass Tub
Seminars
451

T Mobile

313 319

331 - 341

345 - 359

261

213 - 225

229 - 241

245 - 260

113 - 128

129 - 144

145 - 160

Paddle
North
161

Cove 2
Coast
Marine
F36

Avalon &
Tahoe
E36

Monterey
Boats
E34

Singleton
Marine
Group
D30

Marine
Specialties
C36

C38

Skier's
Marine
Atlanta
B30

DISCOVER
BOATING
Lake Life
Lounge

A40A

Crowe
Marine
F30

The Boat
Shop
E30

Singleton
Marine
Group
C30

A Boat
House
F10

A Boat
House
F8

WaterSports
Central
E4

Singleton
Marine
Group
D4

Singleton
Marine
Group
C8

AVC
Marine
B20

Mercury
Marine
B18

Wahoo
Docks
A6

A Boat
House
F4

A Boat
House
F6

Jet Thrust
Performance
C6

One
Wake
B17

Fred's
SHED

Impact
Maine
A5

G3
Boats
A
Yamaha
Boat Co.
B4

B2

Impact
Maine
A4

Yamaha
Marine Group
C4

nda Marine
G2

F2

PROGRESSIVE

C2
Floatair
Boatlifts

GO BIG ON
ADVENTURE



VISIT US AT
**BOOTHS I4,
L4, C6, & D4**

INTRODUCING THE **ALL-NEW**

CROSSWAVE



FISH

EXPLORE

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 **YAMAHA**
WAVERUNNERS®

YAMAHCROSSWAVE.COM



EXHIBITOR LIST

A

A Boat House Inc. www.aboathouse.net	F4, F6, F8, F10, G4
Advantage Boat Center www.advantageboatcenter.com	I30, J32
Aqua Marine Deck, Inc www.aquamarinedeck.com	245
Aqua Supply Co. DBA: AquaClean www.Shopaquaclean.com	260
AquaGuard Foundation Solutions www.aquaguard.net	159
Atlanta Marine, Inc. www.atlantamarine.com	G30, H4, H8, H30
Atlanta Saltwater Sportsmans Club www.aswsc.org	249
Avalon & Tahoe Mfg., Inc. www.avalonpontoons.com www.tahoepontoons.com	E36
AVC Marine www.avcmarine.com	B20

B

Big Bumper Company www.bigbumpercompany.com	149
Bitchin Motorsports www.bitchinmotorsports.com	239
Blue Cord Diving Services, LLC www.bluecorddiving.com	229
Blue Cord Towing & Salvage www.bluecordtowing.com	128
BOTE ww.boteboard.com	349
BumFloat www.bumfloat.com	150

C

Carefree Boat Sales www.carefreeboatsales.com	E34, H1, H2
Casey Custom Docks, LLC www.caseycustomdocks.com	A6
Chairadise www.outdoorrepublic.com	211
Chaparral Boats, Inc. www.chaparralboats.com	H4
Cove 2 Coast Marine www.COVE2COASTMARINE.COM	E36, F36, G32
Crowe Marine www.crowemarine.com	F30
Custom Crafted Silhouettes www.ccslakes.com	108
Cutco Cutlery www.cutco.com	114

D

Destination Boat Clubs www.destinationboatclubscarolinas.com	258
DockBloxx www.DockBloxx.com	214
Drift Marine Co. www.driftmarineco.com	152
Drive-In Boatwash www.dibwllakelanier.square.site	257

E

Elite Lakeshore/Touchless Cover of North Georgia www.EliteLakeshore.com	123
---	-----

F

Floatair Boatlifts www.boatlifts-floatair.com	C2
FloatOn www.floatonboatgear.com	124
Fred's Shed	B16
Freedom Boat Club www.freedomboatclub.us	259

G

G3 Boats - A Yamaha Boat Company www.g3boats.com	B4
Georgia Dept. of Natural Resources - Law Enforcement www.gadnrle.org	339
Grass Shack @ Lake Lanier www.grass-shack.net	K8
Gulf Coast Yacht Group www.GulfCoastYachtGroup.com	113

H

Honda Marine www.hondamarine.com	G2
Hydrodeck Marine Flooring www.hydrodeck.com	129

I

Ilmor Marine, LLC www.ilmor.com/marine	345
Impact Marine www.impactmarinegroup.com	A4, A5

J

Jet Thrust Performance www.Jetthrustperformance.com	C6
JustinCASE	157

K

Kentucky Tourism Services, Inc www.visiteasternky.com	253
Kim & Lin Logan Real Estate www.kimandlinlogan.com	250

L

Lake Guntersville www.explorelakeguntersville.com	120
Lanier Technical College www.laniertech.edu/	357
LeafFilter Gutter Protection www.leafhome.com/gutter-systems/leaffilter	355

Leisure Lifestyle Products www.leisurewatercraft.com	145
---	------------

Lincoln Marine LLC www.lincoln-marine.com	118
---	------------

Lynac Lithium Technology www.lynac.com	209
---	------------

M

M&E Sales	213
----------------------	------------

Margaritaville at Lanier Islands www.MargaritavilleAtLanierIslands.com	254
---	------------

Marine Klean www.marineklean.com	107
---	------------

Marine Specialties I, LLC www.marinespecialties.net	C36
--	------------

MarineMax Lake Lanier www.marinemax.com/stores/lake-lanier	J30, K30
--	-----------------

Martin Docks LLC www.martindocks.com	L1
---	-----------

Mercury Marine www.mercurymarine.com/us/en	B18
---	------------

Mirror Image Fish Printing www.mirrorimagefishprinting.com/	337
---	------------

Mission Outdoor www.boatgear.missionoutdoor.com	101
--	------------

Monterey Boats www.montereyboats.com	E34
---	------------

Mountain Motorsports www.mountainmotorsports.com	L4
---	-----------

N

Neptune Docks www.facebook.com/share/1NexikMG1i/?mibextid=wwXlfr	331
---	------------

NGBL Marine Construction www.ngblmarineconstruction.com	A6
---	-----------

No-Throw Surf System www.nothrowss.com/	153
---	------------

North Georgia Boating Adventures www.ngaboating.com	335
---	------------

O

One Wake www.onewake.com	B17
---	------------

Overboard Designs Interior Upholstery www.overboarddesigns.com	138
--	------------

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5 YEAR LIMITED WARRANTY applies to qualifying purchases of Suzuki outboard motors sold and delivered to the retail purchaser, for pleasure (non-commercial) use only, from April 1, 2021 through March 31, 2026. See Suzuki Limited Warranty for additional details. Suzuki, the "S" logo, and Suzuki model and product names are Suzuki Trademarks or ®. © 2025 Suzuki Marine USA, LLC. All rights reserved.

P

Paddle North, LLC <i>www.paddlenorth.com</i>	161
Paradigm Boats <i>www.paradigmboats.com</i>	L6
Park Marine Boating Center <i>www.bestinboating.com</i>	I2, I4
PowerKlean US LLC <i>www.facebook.com/profile.php?id=100057157671915</i>	117
Progressive Insurance <i>www.progressive.com/boat</i>	F2
Propco Marine Propellers, Inc. <i>www.propcomarinepropellers.com</i>	116
Pull Pro Shop <i>www.pullproshop.com</i>	137
PWCbrackets & Zippyshine <i>www.pwcbrackets.com</i>	225

S

Safe Harbor Hideaway Bay <i>www.shmarinas.com</i>	201
Shores & Moor LLC <i>www.shoresandmoor.com</i>	J1
Sidekick Concepts <i>www.SidekickConceptsLLC.com</i>	112
Singleton Marine Group <i>www.singletonmarinegroup.com</i>	C8, C30, D4, D30
Skier's Marine <i>www.skiersmarine.com</i>	B30
Southeastern Dock Supply <i>www.southeasterndocksupply.com</i>	J2
Southern Marine Enterprise <i>www.southernmarineenterprise.com</i>	210
Spider Busters <i>www.spiderbustersusa.com</i>	142
Star Magic Solutions <i>www.starmagicsolutions.com</i>	218
Starcraft Marine/Smokercraft <i>www.starcraftmarine.com</i>	I30
Sunchill <i>www.sunchill.com</i>	255
Suntex Marinas	219
Superior Sleep Experience <i>www.supsleep.com</i>	261

T

T & S Marine <i>www.tnsmarine.com</i>	J4, J8
---	--------

T-Mobile <i>www.t-mobile.com</i>	313
TGS Trading Co./Air Chair <i>www.swingsandchairs.com</i>	160
The Boat Shop <i>www.theboatshops.com</i>	E30
The Pets Table <i>www.thepetstable.com</i>	158
Tie Down Engineering, Inc. <i>www.tiedown.com</i>	133
TowBoatU.S. <i>www.towboatuslakeallatoona.com</i>	154
Travel + Leisure Company <i>www.wyndhamdestinations.com</i>	251
Trifecta Houseboats <i>www.trifectahouseboats.com</i>	119

U

U.S. Coast Guard Auxiliary <i>www.uscgaux.info/content.php?unit=070-02-09&category=f29-in-action</i>	341
Urban Kayaking <i>www.urban-kayaking.com</i>	359
Uvision-it <i>www.uvision-it.net</i>	144

V

Vacation & Travel Group LLC	140
Viking Boat & Fiberglass Repair <i>www.vikingboatfiberglassrepair.com</i>	241

W

Wahoo Docks <i>www.wahoodocks.com</i>	A6
WaterSports Central <i>www.watersportscentral.com</i>	E4
Wave Armor <i>www.wavearmor.com</i>	K2
White River Marine Group <i>www.whiterivermg.com</i>	L2

Y

Yamaha Marine Group <i>www.yamahaoutboards.com</i>	C4
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THE IMPORTANCE OF BOAT INSURANCE

Embarking on the open water is an exhilarating experience, filled with the promise of adventure and relaxation. Whether you're a seasoned sailor or a weekend cruiser, protecting your vessel with proper insurance is not just a choice—it's a necessity. Explore the reasons why every boat owner should prioritize boat insurance for a worry-free voyage.

Unpredictable waters

The open water can be unpredictable, with unexpected storms, collisions, or other potential accidents. Boat insurance can give you financial protection if there is damage to your vessel, providing coverage for repairs or replacement.

Damage and injury

Accidents on the water can result in damage to other boats, docks, or even injuries to passengers. Boat insurance offers liability coverage, which can pay for damages or injuries you're liable for while boating, up to specified limits, and lawsuit costs if you're sued. This includes damage you cause to another watercraft or if someone on or near your boat is injured and you're found to be legally responsible.

Theft and vandalism

Unfortunately, boat theft and vandalism are realities that boat owners face. Boat insurance has comprehensive and collision coverage that can protect you against events outside of your control, including theft and vandalism.

Incurred medical payments

Accidents on the water may lead to injuries for you or your passengers. Boat insurance offers a range of optional medical payments coverage limits, helping to cover medical expenses if you are in an accident or someone is hurt on your boat, regardless of fault.

Peace of mind for financing

If you financed the purchase of your boat, most lenders require insurance coverage to protect their investment. Having boat insurance not only fulfills these requirements but also gives you peace of mind knowing that your financial interests are safeguarded.

Navigational flexibility

Some water municipalities and marinas may require proof of insurance for docking or accessing certain areas. Boat insurance allows you the flexibility to explore different destinations without worrying about entry restrictions.

Emergency towing and assistance

Progressive boat insurance can include optional Sign & Glide® On-Water Towing coverage. If your boat is disabled or breaks down on the water, Sign & Glide® pays for on-water towing, jump starts, soft un-groundings, and fuel delivery.

Wreckage removal

If your boat sinks, Progressive boat insurance will cover the cost of removing your boat from the water (if removal is legally required).

Investing in boat insurance is not just about protecting a valuable asset; it's about safeguarding the memories, experiences, and joy that come with your on-water adventures. Don't let unforeseen circumstances disrupt your journey—navigate with confidence, knowing that Progressive boat insurance has you covered. Ensure a smooth and worry-free voyage, because when it comes to your boat, peace of mind is the ultimate luxury.

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Sales Event

Offer valid from **1/5/26-3/31/26**



FOR A LIMITED TIME, PURCHASE AN ELIGIBLE NEW YAMAHA OUTBOARD AND GET:

5 YEARS

OF COVERAGE PROTECTION

On the purchase of select, eligible **30–350 HP** outboards. Three years of Yamaha Limited Warranty Coverage plus a two-year Yamaha Extended Service (Y.E.S.) plan.**

7 YEARS

OF COVERAGE PROTECTION

On the purchase of select, eligible **425–450 HP** outboards. Five years of Yamaha Limited Warranty Coverage plus a two-year Yamaha Extended Service (Y.E.S.) plan.**

\$^{UP TO} 200

IN DEALER CREDIT*

On the purchase of select, eligible **2.5–25 HP** outboards. Up to \$200 in dealer credit toward the purchase of additional goods/services from your authorized participating Yamaha Outboard Dealer.

5 YEARS OF TOTAL COVERAGE PROTECTION

Eligible Outboards Only	3-Year Ltd. Warranty + 2-Year Y.E.S.
350 HP	Free! \$3,630 value
250-300 HP	Free! \$2,660 value
200-225 HP	Free! \$2,080 value
150-175 HP	Free! \$1,305 value
115 HP	Free! \$925 value
60-90 HP	Free! \$840 value
30-50 HP	Free! \$520 value

7 YEARS OF TOTAL COVERAGE PROTECTION

Eligible Outboards Only	5-Year Ltd. Warranty + 2-Year Y.E.S.
425-450 HP	Free! \$8,470 value

DEALER CREDIT TOWARD PURCHASE OF GOODS/SERVICES

Eligible Outboards Only	Dealership Credit
25 HP	\$200 based on MSRP
15-20 HP	\$150 based on MSRP
2.5-9.9 HP	\$125 based on MSRP

See your authorized participating Yamaha Outboard Dealer today for details! Other restrictions and conditions may apply.

*PROGRAM TERMS AND CONDITIONS: Consumer benefit for purchasing a new (unused, not previously warranty-registered) select eligible Yamaha four stroke outboard is based on horsepower as follows: 30-450 hp is a 24-month Yamaha Extended Service ("Y.E.S.") contract (choice offered by Florida dealers is a 24-month Yamaha Extended Limited Warranty in lieu of Y.E.S. contract) 2.5 hp to 25 hp four stroke outboard is a dealer credit of up to \$200, based on hp, toward the MSRP value of additional goods and/or services purchased, at the authorized participating dealer that sold the outboard, at no extra cost to consumer. To be eligible, outboards must also have been manufactured since January 2019. Promotion is only applicable from authorized participating Yamaha Outboard dealers in the U.S.A. sold to purchasing consumers residing in the U.S.A. Promotion is limited to available stock in dealer inventory that is sold January 5, 2026 – March 31, 2026, and PDI completed, delivered and warranty registered on YMBS by the dealer in accordance with Yamaha's promotion and warranty registration requirements. No model substitutions, benefit substitutions, extensions or rain checks will be allowed. Outboards sold or provided for commercial, camp, resort, guide, rental, promotional/demo, government agency, competition, tournament or sponsorship use are not eligible. This promotion cannot be used in conjunction with any other Yamaha offer. Some exceptions may apply. Some exclusions may apply in the Yamaha Extended Limited Warranty offered by Florida dealers (as compared to the Y.E.S. contract), such as TRIP coverage. In Florida, Yamaha Extended Service is administered by Automotive Warranty Services of Florida, Inc. 175 W. Jackson Blvd, Chicago, IL 60604 (866) 937-3983. License # 60023. See authorized participating Yamaha dealer for complete details. Yamaha reserves the right to change or cancel this promotion at any time. Yamaha Motor Finance Corporation, U.S.A., dba Yamaha Financial Services, is an affiliate of Yamaha Motor Corporation, U.S.A. offering financing solutions to support Yamaha Dealers and loyal Yamaha Customers nationwide.

**Or Yamaha Extended Limited Warranty offered by Florida dealers, as applicable.

REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal flotation device and protective gear. © 2026 Yamaha Motor Corporation, U.S.A. All rights reserved.

Reliability Starts Here.®



LOCATED AT SPACE 451

LET'S GO FISHING SEMINARS



SEMINAR SCHEDULE

TIME	THURSDAY	FRIDAY	SATURDAY	SUNDAY
11am	--	--	Bass Fishing <i>Adam Hinkle</i>	--
12pm	--	--	Tournament Bass Fishing <i>Phil Johnson</i>	Inshore Salt Water <i>Capt. Cefus McRae</i>
1pm	Stripers and Hybrids <i>Capt. Cefus McRae</i>	--	Crappie Year Round <i>Capt. Josh Thornton</i>	Bass Fishing <i>Adam Hinkle</i>
2pm	Lures for Bass <i>Adam Hinkle</i>	Southern Fishing Schools, Sonar <i>Ken Sturdivant</i>	Fly Fishing <i>Rene Hesse</i>	Fly Fishing <i>Southern Fishing Schools</i>
3pm	Basics of Bass Fishing <i>Rick Burns</i>	Kayaks <i>Dean Bowling</i>	Lots of Salt Water <i>Capt. Cefus McRae</i>	Kayaks <i>Dean Bowling</i>
4pm	Kayaks <i>Dean Bowling</i>	Lures for Bass <i>Adam Hinkle</i>	River Tough Atlanta Guide Service <i>Chris Scalley</i>	Southern Fishing Schools, Sonar <i>Ken Sturdivant</i>
5pm	--	Salt Water Tactics <i>Capt. Cefus McRae</i>	Kayaks <i>Dean Bowling</i>	--

SAFETY SEMINARS

Presented by North Georgia Boating Adventures



THURSDAY, JANUARY 8

12:30pm **Life Jackets and Safety Equipment** | Captain John, North Georgia Boating Adventures

2:30pm **Vessel Operation Inspection** | Captain John, North Georgia Boating Adventures

4:30pm **Batteries/Backup Power** | Captain John, North Georgia Boating Adventures

FRIDAY, JANUARY 9

11:30pm **Float Plan/Right of Way** | Captain John, North Georgia Boating Adventures

1:30pm **Life Jackets and Safety Equipment** | Captain John, North Georgia Boating Adventures

3:30pm **Vessel Operation Inspection** | Captain John, North Georgia Boating Adventures

SATURDAY, JANUARY 10

11:30am **Vessel Operation Inspection** | Captain John, North Georgia Boating Adventures

12:30pm **Navigation Rules/Lights** | Captain Dan, Coast Guard Auxiliary

1:30pm **Batteries/Backup Power** | Captain John, North Georgia Boating Adventures

2:30pm **Navigation Aides/Anchoring** | Captain Dan, Coast Guard Auxiliary

3:30pm **Safety Equipment and Life Jackets** | Captain John, North Georgia Boating Adventures

4:30pm **On Board Safety Inspections** | Captain Dan, Coast Guard Auxiliary

SUNDAY, JANUARY 11

10:30am **Batteries/Backup Power** | Captain John, North Georgia Boating Adventures

11:30am **On Board Safety Inspections** | Captain Dan, Coast Guard Auxiliary

12:30pm **Life Jackets and Safety Equipment** | Captain John, North Georgia Boating Adventures

1:30pm **Navigation Aides/Anchoring** | Captain Dan, Coast Guard Auxiliary

2:30pm **Vessel Operation Inspection** | Captain John, North Georgia Boating Adventures

3:30pm **Navigation Rules/Lights** | Captain Dan, Coast Guard Auxiliary



BOAT BUYING GUIDE: HOW TO FIND THE RIGHT BOAT FOR YOU

SMART STRATEGIES TO MAKE THE MOST OF YOUR TIME AT THE BOAT SHOW

You're surrounded by gleaming hulls, new tech, and people who live and breathe boating—what better place to find your next boat. While you walk the aisles and climb aboard the latest models, take a moment to think about the kind of boating life you want to create.

The tips below will help you narrow your options and make every minute at the show count.

1 Start with Your Why

Before you fall for the shine, pause and ask: Why do I want this boat? Are you dreaming of fishing with friends? Pulling the kids on a tube? Relaxing sunset cruises? Epic long weekends on the water? Your why is the key to finding a boat that truly fits your lifestyle.

Next, dig into the details:

- ▶ How many people will typically be on board?
- ▶ Where will you boat—shallow lakes, deep offshore waters, winding rivers?
- ▶ Will you trailer it or store it at a marina?

Getting clear on how you'll use your boat and your practical needs helps you walk past the models that don't fit—and zero in on the ones that do.

2 Match Boat Type to Lifestyle

Once you know your purpose, it's time to determine the right style of boat. Not every hull or layout fits every adventure.

Popular categories include:

- ▶ Bowriders & Deck Boats—versatile, family-friendly fun.
- ▶ Fishing Boats—from center-consoles to bay boats, designed for anglers.
- ▶ Pontoons—spacious, social, and perfect for entertaining.
- ▶ Performance Boats—built for speed and thrills.
- ▶ Sailboats—for harnessing the wind.

As you explore, step aboard. Sit in the cockpit. Picture your crew having fun on the water. The right layout will feel right.

Set a Realistic Budget (Beyond the Sticker Price)

It's easy to get swept up by sleek designs and new features, but here's the thing to remember—ownership costs extend beyond the purchase price.

Don't forget about:

- ▶ Storage or trailer costs
- ▶ Insurance, registration, and fuel
- ▶ Routine maintenance and accessories

Be sure to talk with dealers and financing teams about total ownership costs—monthly or annually, not just the upfront number.

A realistic budget keeps your search focused and your expectations grounded.

4

Factor in Ownership Logistics

Think past the purchase, how will you use and care for your boat once you bring it home?

Ask yourself:

- ▶ Will you trailer or dock it year-round?
- ▶ Does your vehicle have enough towing capacity?
- ▶ Will you need winter storage or seasonal maintenance?

Dealers can walk you through delivery timelines, setup, and what the first year of ownership looks like. Also, don't skip boating education courses. They'll boost your confidence on the water—and may even score you a discount on insurance.



5

Make the Show Work for You

While you're at the show, be sure to take every opportunity to gather everything you need to make a smart decision.

Boat Show Checklist:

- ▶ Compare multiple dealers for service, support, and reputation.
- ▶ Sit aboard boats on your shortlist and compare comfort, storage, and visibility.
- ▶ Ask about warranty coverage, upgrades, and after-purchase support.
- ▶ Bring your budget and notes to stay focused (trust us, you'll need them).

Every conversation, every spec sheet, and every seat you take at the helm helps you get closer to making the right choice.

Final Thought

Finding the right boat isn't about rushing into a deal on the first boat that catches your eye. It's about matching your personal boating dreams to a vessel you'll love for years.

Use the show as your launch pad: explore, ask questions, compare, and picture yourself at the helm. With the right preparation and mindset, you'll leave the show not just inspired—but one step closer to your perfect day on the water.

Enjoy your time on the show floor—and happy boat shopping!

5 REASONS TO BUY A BOAT THIS WINTER

Why now is the perfect time to make your move

Winter might not feel like boating season, but smart shoppers know, it's really the best time to buy. Boat show season is in full swing, giving you access to brand experts, show-only offers, and the latest models—all in one place. Shopping now means better selection, more prep time, and a smoother launch come spring.

1 Take Advantage of Boat Show Season

You're already here—so make it count!

Boat shows bring together new models, leading brands, and seasoned pros under one roof. Sit at the helm, test layouts, and compare features side by side to find the boat that feels right for you and your crew.

Talk to multiple dealers, collect spec sheets and ask questions. Many brands offer exclusive show pricing, financing promotions, or bundle deals you won't find later. This is your chance to shop smart and buy with confidence.

2 Shop With Less Pressure, More Clarity

Buying a boat is a big decision—you deserve time to think it through. Winter shopping gives you breathing room to compare models, research financing, and plan storage or slip options without the rush of peak season.

It's a calm, informed way to make one of the most exciting purchases of your life.

3 Beat the Spring Rush

Come spring, everyone wants their boat ready at once—which means service backlogs, delivery delays, and paperwork bottlenecks.

Buy now, and you'll skip the line. Dealers can schedule inspections, upgrades, and detailing early, so your boat is ready the moment the water warms up.

4 Explore the Newest Models (and the Best Deals)

Boat shows spotlight the latest model year releases—while also opening doors to discounts on prior-year or in-stock boats.

If you're flexible on color or features, you can find fantastic deals. Prefer something custom? Ordering now means your new boat will arrive on schedule, built just the way you want it.

5 Have Better Conversations with Dealers and Experts

Winter is when dealers actually have time to *talk*. Ask about hull design, engine performance, maintenance, and total ownership costs. Discuss training options, safety courses, or a possible sea trial.

This slower season is ideal for building a relationship that will support you long after your first launch.

Your Next Step: Buy Smart This Winter

Buying a boat during the offseason gives you more value, more time, and more peace of mind.

Boat shows bring all the right people and products together—so take advantage of the opportunity. Ask questions, compare, and take that exciting next step toward your best boating season yet.

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OR

36 MO. ADDITIONAL HondaCare® COVERAGE

A VALUE WORTH UP TO \$4,460!**

OFFER VALID: JANUARY 5-MARCH 30, 2026

BUYER'S CHOICE
SALES EVENT

Choose from either up to \$10,000 in instant savings or a 36 month HondaCare Protection Plan® with the purchase of select new 40HP-350HP Honda Marine outboards.

SELECT NEW OUTBOARD MODELS	INSTANT SAVINGS OPTION	36 MONTHS HPP OPTION (MSRP)
Honda 40HP-50HP	\$200.00 SAVINGS	\$565.00 VALUE
Honda 60HP-100HP	\$300.00 SAVINGS	\$920.00 VALUE
Honda 115HP-140HP	\$400.00 SAVINGS	\$1,165.00 VALUE
Honda 150HP	\$1,000.00 SAVINGS	\$1,490.00 VALUE
Honda 200HP-225HP	\$1,250.00 SAVINGS	\$2,290.00 VALUE
Honda 250HP	\$1,500.00 SAVINGS	\$2,730.00 VALUE
M300 McLaren Performance ¹	\$1,750.00 SAVINGS	N/A
Honda 350HP	\$10,000.00 SAVINGS	\$4,460.00 VALUE



*At participating Honda Marine dealers only. Qualified retail customers may receive savings off the selling price of a Honda powered boat package or Honda Marine engine(s) sold for repower. This promotion is limited to select new Honda Marine BF40-BF350 outboard engines, 2021 and newer models, in stock, sold and delivered between January 5, 2026, and March 30, 2026, delivered to a U.S. resident. May be combined with certain other promotions. Only Honda Marine outboard engines sold for personal use qualify for this promotion. Fleet, rental, commercial, and government sales, demo engines, and engines sold under special pricing/promotions including (but not limited to) guides, brand ambassadors, and tournament fishermen are ineligible. **Manufacturer's Suggested Retail Price. Dealers set their own pricing. Actual contract coverages, limitations, and exclusions may vary. HondaCare Protection Plan® not available in South Carolina. See your dealer for details. The HondaCare Protection Plan® is administered by American Honda Service Contract Corporation in the state of Florida, License #60083. HondaCare® and HondaCare Protection Plan® are registered trademarks of Honda Motor Co., Ltd. *M300 model is not available for repower. 36-month HondaCare Protection Plan® does not apply to the M300 model. For Honda Marine warranty information, visit marine.honda.com/support/warranty. Honda Marine reserves the right to modify, amend, cancel or revoke, in whole or in part, this promotion at any time without prior notice. All Honda outboards meet EPA and CARB emission levels. Always wear a personal flotation device while boating and read your owner's manual. © 2026 American Honda Motor Co., Inc.

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precious moment is protected and leave your worries in your wake.

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