



FOR IMMEDIATE RELEASE

October 20, 2011

Stingray unleashes two new outboard-powered runabouts

HARTSVILLE, S.C. – Looking for a feature-packed family runabout with the added versatility of outboard propulsion? Your wish has just been granted. Twice.

Stingray Boats introduces two new outboard-powered members of its acclaimed Sport Deck lineup for the 2012 model year – the 204LR and 214LR. This marks the first time since 1997 Stingray has offered an outboard-powered model, but the 32-year-old company has definitely not forgotten how to build one, according to Vice President of Global Sales Mark Skeen.

“We incorporated everything we have learned in the development of our diverse sterndrive lineup and combined it with our past experience with outboards in the design of these two new models, and that unique capability shows in the end product,” Skeen said. “In testing with both Yamaha and Mercury, these boats were in the top of their class in terms of performance. That, along with the quality, versatility and overall value of the 204LR and 214LR will appeal to a wide variety of boaters.”

Based on the 208LR sterndrive that was a runaway hit last year, the new 204LR includes premium features seldom found in an entry-level bowrider in the 20-foot range, including a best-in-class amount of storage. It boasts floor storage with oversized doors for convenient stowage of water toys, plus a huge compartment under the sunpad that comes complete with stinger-top decking to help keep the cavernous space clean, organized and easy to use. The 204LR also has a fiberglass cockpit floor liner for comfortable traction and easy cleanup, and indirect LED interior lights to set the mood once the sun goes down.

The 204LR also knows how to entertain on par with much bigger, more expensive boats. The high-power marine-grade audio system can accentuate a quiet picnic or punctuate a sand bar party, and the standard stand-up bimini top will give you protection from harsh rays or sudden showers, while the two integrated coolers store a day’s worth of snacks and drinks to keep everyone hydrated and fed. The upholstery is premium 36-ounce vinyl for maximum comfort and durability, and there is a generous sunpad aft. Stingray aficionados who are accustomed to a swim platform won’t go wanting with the 204LR: The outboard is flanked by two double-tiered swim perches that are ideal for kicking back in the sun and easy boarding after a dip. There’s also a stainless boarding ladder fore and aft, and a 15-inch side entryway for convenient boarding from the dock.

At 20 feet, 5 inches (6.2 m) long and with a beam of 99 inches (250 cm), the 204LR is built to hold up to nine people. It comes standard with a 115-hp four-stroke from either Yamaha or Mercury, and a 150-hp four-stroke outboard of either brand is also available as an option.

Likewise, the Stingray 214LR is an all-new outboard-powered cousin of the 215LR that was introduced last year. Simply put, the 214LR has more features per foot than virtually any other bowrider on the planet. It has all the niceties of the 204LR, plus a refreshment area – complete with a freshwater sink and removable 25-quart Igloo cooler – for preparing snacks, washing hands and dispensing drinks. It also has an enclosed head compartment in the port console that includes a Porta Potti, holding tank, vent window and lighting. The dimensions of the largest-in-class head compartment make it easily accessible to adults, ensuring that the whole family can spend the day on the water in comfort.



Other standard features include a self-bailing cockpit, pressurized bow and transom showers and a removable cockpit table for entertaining.

The 214LR measures 21 feet, 8 inches (6.6 m) by 101 inches (257 cm) to accommodate up to 11 people. Standard power is a 150-hp Yamaha Four-Stroke. Remarkably, the max draft is just 34 inches (86 cm) with engine all the way down and the bridge clearance comes in at 58 inches (147 cm), giving this exciting new model access to waters that are off limits to most other boats in its class.

Naturally, both new models are built with the superior technology of the Stingray Z-Plane hull, which gives boaters a unique combination of performance, fuel efficiency, maneuverability and comfort. The 204LR and 214LR are available from Stingray dealers throughout the world. To see videos – produced by third-party experts such as Boating World and Boating Magazine – featuring various Stingray models, go to the Stingray YouTube channel, which can be found at www.youtube.com/stingrayboats.

About Stingray Boat Company

Headquartered in Hartsville, S.C., Stingray Boat Company is a leading manufacturer of open bow, cuddies, fish n' ski, and sport boats in both sterndrive and outboard configurations. Stingray celebrates 32 years of manufacturing boats known for their performance, quality, and value and are sold around the world through an outstanding group of independent dealers. For more information on Stingray Boats please call 843-383-4507 or visit stingrayboats.com.

FOR PHOTOS, SPECS, OR OTHER INFORMATION, CONTACT:

DEBBIE PACKER
dpacker@stingrayboats.com
843-383-3667