



For Immediate Release

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Successful industry, boating innovation on display at Metro Boat Show

Livonia, Mich., August 30, 2017 - The boating industry continues to ride the wave of success in Michigan. In 2016, new boat, motor, trailer and accessory purchases grew nearly 9 percent, totaling \$8.7 million - the seventh year of consecutive growth in our state. The recreational boating industry has an impressive annual economic impact of \$7.4 billion in our great state and employs nearly 40,000, according to the National Marine Manufacturers Association.

The Metro Boat Show, coming September 14-17 to the Lake St. Clair Metropark in Harrison Township is also continuing to grow. Last year, the floorplan expanded greatly, growing the show into a second marina at the Metropark. This year, land space has increased another 20% over 2016 and more slips will be full of boats!

"Great boating weather, low gas prices, innovation and a steady economy have led to another great boating season here in Michigan," said Show Manager and MBIA Executive Director Nicki Polan. "It's a great time to buy a boat and we're hearing from our dealers that this year more than ever, new boaters are entering the market."

New 2018 product launches will debut at the Metro Boat Show, including a 30' Cobia featuring an innovative new side door that allows easy access for hauling in the catch of the day, diving and boarding off the dock.

The SeaRay SLX 400, a.k.a "The Entertainer" will be on display featuring an expandable swim terrace, superior comfort and inviting hull that can comfortably entertain a crowd on the water.

Trends in boating innovation also include state-of-the-art computer technology making it easier to drive a boat, tow skiers and inflatables, docking, and more!

"If you haven't see 'what's new' in boating recently – this show is the perfect opportunity to get caught up on innovation," said Polan. "If you're in a market for a deal, end-of-season discounts will be easy to find!"

The Metro Boat Show is produced by the Michigan Boating Industries Association (MBIA). The show, located at Lake St. Clair Metropark, will be held September 14-17, 2017. **Hours:** Thurs., Fri.: Noon – 7:30PM, Sat.: 11AM – 7:30PM and Sun.: 11AM – 6PM. For more information, current promotions and contest information, visit Metroboatshow.net. **Admission:** \$10 for adults, children 12 and under free with an adult. Parking is \$10 – or free to those with a Metroparks permit. General park information can be found at www.metroparks.com or by calling 1-800-47-PARKS.

The Metro Boat Show is sponsored by Great Lakes Scuttlebutt, the official publication of the Metro Boat Show, McLaren Macomb and Genesis Cadillac.

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The Voice of Boating in Michigan

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