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Scout Introduces New 15' Series to Help Dealers Move Product & Customers to Enter/Stay in the Industry

SUMMERVILLE, SC—Scout Boats, Inc. has not only unveiled an **all-new 15' Series**, but its also announced special package pricing (**boat, engine and trailer**) to introduce the models to the dealers and customers.

The 151 Series consists of four all-new models (**Standard, Sport, Sportfish & Dorado**) that are available with engine packages from Yamaha and a trailer for one all-inclusive, incredibly affordable price structure.

- **151 Standard** w/ Yamaha 25HP 4-stroke tiller & trailer for **\$9,995**
(also available w/ Yamaha 40HP 4-stroke tiller & trailer for \$11,995)
- **151 Sport** w/ Yamaha 40HP 4-stroke & trailer for **\$12,995**
- **151 Sportfish** w/ Yamaha 40HP 4-stroke & trailer for **\$13,995**
- **151 Dorado** w/ Yamaha 40HP 4-stroke & trailer for **\$14,495**

Customers can also purchase any of the four models with a **Sportsman's Package** upgrade, which includes Scout's Heritage Green hull color, Sportsman's Green deck and camouflage cushions for only \$1,000 more.

"With the current state of the industry, and with the credit/financing issues plaguing the dealer level, we wanted to create an *"impulse buy"* for the boating consumer," said Scout CEO & President Steve Potts. "Our dealers will be able to choose one of these models to carry on their floor – which will not take up much floor plan space – and we're supplying a point-of-purchase collateral piece that showcases the model series and pricing so that the customer can choose which model is right for them. The customer can write a check or swipe their credit card and walk out the proud owner of a new Scout - complete with engine and trailer - without the dealer having to worry about consumer financing."

-more-

All-New Scout 151 Series

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“Our 151 Series will also offer new boating consumers affordable entry into the sport of fishing and boating, while also allowing current boating consumers a platform to downsize from their current model in an effort to remain in the industry during the current economic recession,” Potts added.

The 151 - ideal for fishing, hunting, shrimping, or even creek cruising - is loaded with standard amenities not normally offered on similar boats in its class. The models come standard with the following:

- Built-in gas tank
- Electrical system including navigation lights & bilge pump
- Large forward storage
- Bow cleat (1)
- Stern cleats (2)
- Stern storage including 3 compartments
- Bow & stern eyes
- Self-bailing, while moored
- Baitwell (Sportfish model only)
- Bench & console cushions (Sportfish & Dorado models only)

Scout is also completing its latest new and improved Hybrid model, which will be based on this 15' platform.

Scout builds sportfishing, fish 'n ski, walk around, flats and bay boat models ranging from 14' to 35'. Since its founding two decades ago, Scout Boat's goal has been to manufacture the best-built boats in its distinctive sportfishing niches. Each Scout hull is a true original, as the in-house research and design team works closely with engineering to take concepts from blueprint to production more efficiently, growing the company's world-class reputation for quality, strength, durability and value.

For more information on Scout, visit www.scoutboats.com; or contact Mark Jerkins at Higher Advertising, Inc., email: Mark@higheradvertising.com; phone: 407.447.1340.

SPECIFICATIONS Scout 151 Series

Length Overall:.....	14'7"
Beam:.....	6'5"
Dry Weight w/o Engines (approx):.....	640 lbs.
Fuel Capacity:.....	10 gal
Deadrise:.....	11 degrees
Maximum Horsepower (Yamaha Outboard):.....	50 hp
Draft (approx):.....	8"

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