

140-character:

Grady-White's confidence-building breakthrough digital boat systems and operations guide, *Captain Grady*, available for iPad and soon, iPhone

Suggested hashtags

#GradyLife #CaptainGrady #DIY #boating #fishing #GradyWhite #boatoperation #boatsystems #boatingvideos #customercare #boatingipadapps #boatingiPhoneapps

Short form summary:

Grady-White Boat's *Captain Grady* portable, on-board digital iPad and iPhone application is a rich audio-visual guide to boat systems and operation (and more) with clear, simple to understand videos and step by step instructions, making a new Grady-White the easiest boat of its kind in the world to enjoy!

Long form media release:

FOR IMMEDIATE RELEASE: February 22, 2016

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Grady-White's Confidence-Building, Breakthrough Digital Boat Systems and Operations Guide, *Captain Grady*, Now Available for iPad and Soon for iPhone

GREENVILLE, NC: Grady-White Boat's *Captain Grady* portable, on-board digital iPad (and coming soon to iPhone) application is an audio-visual systems and operations guide and more, with videos and step-by-step instructions so clear and simple to understand, it makes a new Grady-White the easiest boat of its kind in the world to safely and expertly enjoy, no matter the skill level or experience of the operator. Even experienced boaters will find the systems overviews and video refreshers a joy to use. This breakthrough application is the first and only one of its kind and is available exclusively on Grady-White boats.

Far from being a run-of-the-mill electronic owner's manual, the exclusive *Captain Grady* application is visually detailed, simple to use, and model specific for each Grady-White boat. The app is an included benefit, at no extra cost, for each and every new boat and is available for all model year 2014, 2015 and 2016 Gradys.

Captain Grady covers everything technical for the Grady-White owner including startup, shutdown, trouble shooting, emergency procedures, alarms, manuals and boating systems including electrical, generator, load management and others depending on model. Critical phases of systems functions are thoroughly covered to ensure safe and sure operation. *Captain Grady* has been in development over four years and is proprietary to Grady-White. The application is available for demonstration at Grady-White dealerships worldwide.

Established in 1959, Grady-White currently builds 27 models of versatile, saltwater-tough center console, dual console, express and walkaround cuddy cabin

sportfishing and coastal family boats from 18 to 37 feet. Visitors are welcome to tour the factory in Greenville, NC, and meet the passionate craftspeople that build these ultimate outboard powered boats. See www.gradywhite.com to learn more about Grady-White.

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Photo caption: *Captain Grady*, the first and only audio-visual, model specific boat systems and operation guide that puts all the answers at your fingertips instantly, 24/7.