

Several studies have shown that being with family and friends, relaxing and being outdoors and close to nature are the primary reasons people spend time on the water. A family doesn't have to spend a fortune on a theme park vacation to have an experience that everyone will enjoy.

Boating is about Family

Work. School. Music lessons. Sports practice...
Ever feel like your family is being pulled in a million different directions?
Bring them back together on a boat!

Time spent on a boat is quality time.
Whether you're fishing, swimming, tubing or just cruising along taking in the scenery, you're having fun together.
Out on the water there are no distractions. You can focus on each other. You can have conversations. Share stories. Laugh. Reconnect and create memories that will last a lifetime.
Life really is better on a boat.

Boating Lets You Relax

It's hard not to relax when you're on a boat.
Out on the water there are no faxes. No computers. No interruptions. There is the open water. The fresh air. The sun warming your face. And a sense of freedom and adventure you can't find anywhere else.

Whether looking for blissful, deadline-free days or pulse-quickenning adventures, you can find them on a boat. After all, you're the captain. The only rules are the ones that you make. And you're free to break those.

With a boat, great getaways are just a weekend away. You may be just a few miles from home, but it feels like you're a million miles away from the hustle and bustle of your daily routine.

Go boating—and find the freedom to be your best.

You'll never catch your limit of fun

On a boat, you'll never catch your limit of fun. There are always new places to explore. Bigger fish to catch. Friends to be found. And new memories to be made.

Reeling in the big one, catching a wave off the board or just taking in the scenery, after a full day of fun on the water, it's easy to remember why it's called the "Great Outdoors".