



Pursuit Boats S 428 Wins Innovation Award



February 18, 2022, Miami, Florida – Pursuit Boats is proud to announce that the S 428 – flagship of the popular Sport family - was voted most Innovative product in the Center Console/Walkaround Fishing Boats category during the 2022 Discover Boating Miami International Boat Show. The NMMA and Boating Writers International (BWI) honored recipients with the 2022 Miami Innovation Awards, recognizing manufacturers and suppliers who bring new, innovative products for the boating industry to market.

“We are very proud of the engineering team here at Pursuit Boats which continues to evolve and grow. They have researched and refined a novel product development process that accurately reflects market demands. We thank the NMMA and Boating Writers International for the venue to showcase our new S 428,” Bruce Thompson, President, Pursuit Boats.

With an LOA of 43'9", a 13' beam and a formidable wake powered by quad Yamaha 425 XTO engines, the S 428 is the largest and most powerful Pursuit built to date. It cruises comfortably at 31 MPH at 3500 RPMs, with a top speed of 59.3 MPH. And it has all the proprietary innovations and high caliber finishes that this prestigious brand is known for. An industry-first second row of converting seats under the oversized hardtop slides forward with the touch of a button powered by our patented slide technology to reveal the largest cockpit in its class.

The S 428 has numerous social zones to choose from, whether it's the multi-function forward lounge seating or the plush aft-facing seat. A spacious and tastefully designed cabin features plenty of light and great views, thanks to the innovative cabin and hull side windows. This model is more than equipped to fish with an abundance of rod holders, three fishboxes, ample tackle storage and bait prep areas, plus extra-large fridge and freezer boxes.

“Our engineering is purposeful and deliberate with regard to the design process we use to deliver new and innovative products. We are always seeking ways to advance through innovation while maintaining versatility and the S 428 Sport gave us a unique opportunity to create something very special. My compliments to our entire engineering team,” Christopher Gratz, Vice President Engineering, Pursuit Boats.

Experience the award-winning S 428 at your favorite boat show, factory authorized Pursuit Boats dealer or online at pursuitboats.com



PRESS RELEASE



About Pursuit Boats

For more than half a century, Pursuit Boats has been building high-quality, luxury offshore fishing boats using distinct engineering and production processes championed by the Pursuit family of employees. Pursuit is the recent recipient of a prestigious 2018 NMMA Innovation. Award and has earned the NMMA CSI award since its inception. Along with its premium factory authorized dealers, Pursuit offers Offshore, Center Console, Sport and Dual Console models from 23 to 43 feet in length. Pursuit Boats are manufactured in two state-of-the-art facilities totaling 395,000 square feet in Fort Pierce, Florida. For more information, please visit pursuitboats.com.

About Malibu Boats, Inc.

Based in Loudon, Tennessee, Malibu Boats, Inc. (MBUU) is a leading designer, manufacturer and marketer of a diverse range of recreational powerboats, including performance sport, sterndrive and outboard boats. Malibu Boats, Inc. is the market leader in the performance sport boat category through its Malibu and Axis boat brands, the leader in the 20' - 40' segment of the sterndrive boat category through its Cobalt brand, and in a leading position in the saltwater fishing boat market with its Pursuit and Cobia offshore boats and Pathfinder, Maverick, and Hewes flats and bay boat brands. A pre-eminent innovator in the powerboat industry, Malibu Boats, Inc. designs products that appeal to an expanding range of recreational boaters, fisherman and water sports enthusiasts whose passion for boating is a key component of their active lifestyles. For more information, visit malibuboats.com, axiswake.com, cobaltboats.com, pursuitboats.com, or maverickboatgroup.com.



CONTACT: MEGAN MORRIS, MARKETING MANAGER
VOICE: 772.462.5515 EMAIL: MMORRIS@PURSUITBOATS.COM