

Press Release

Defender Industries, one of the largest inflatable boat dealers in North America, announces the launch of its own line of inflatable boats. Defender Inflatables include a series of aluminum floor rescue boats for the First Responder market and two sizes of RIBs for the Recreational market.

Defender's Vice President, Stephan Lance, explains, "Increased demand for affordable rescue boats by under-funded Fire Departments led to the design and production of an alternative to existing higher-cost brand name boats that Defender currently offers".

The Defender First Responder boats are available in four sizes, 12'6", 14'1", 15'5" and 17'5". They are available in 1670 Decitex CSM-Hypalon fabric from Achilles and in 1100 Decitex PVC fabric from Mehler-Haku. Prices start at \$1,965.00 for the 12'6" PVC model to \$5,437.00 for the 17'5" model in 1670 Decitex CSM-Hypalon fabric.

The Defender RIBs for the Recreational market are available in two sizes, 8'6" and 9'10". Both models are available in either PVC or CSM-Hypalon fabric with prices ranging from \$1,295.00 to \$1,955.00 providing a quality rib at a price unavailable from existing industry suppliers.

The Defender line was first promoted during Defender's 15th Annual Warehouse Sale, March 31st to April 3rd. Lance tells us that "the product reception was strong and the feedback from customers who purchased product was excellent". Chief C.S Crowe of Whatcom County Fire Protection District 18 (Washington State) recently purchased a 14'1" Defender 430 and had the following comments:

"The Defender 430 is well designed, well-constructed, easy to assemble, inflate and operate. The price allowed us to get a rescue boat into service much sooner than we had anticipated with our limited budget".

"The Defender 430 is as well made, sturdy and solid as any similar boat I operated in 21 years of service in the U. S. Navy. The true value of the Defender is in its price. I find no difference in quality between the Defender and other "name brands" costing as much or more than TWICE the price".

According to Lance, the addition of the Defender line has not negatively impacted sales of the existing lines it offers. "Adding an alternative brand has filled important gaps in our total product offering and contributed to a 28% year-to-date sales increase across the broad product offering in the inflatable boat product category.

Founded in 1938 in New York, Defender Industries is a family-owned, debt free, profit-sharing marine outfitter & supplier of quality boating equipment, supplies, accessories, apparel, inflatable boats & outboard motors for serious boaters worldwide via catalog, the internet at www.defender.com & throughout the Northeastern U.S. at the Defender Warehouse Outlet Store located at their headquarters in Waterford, CT.