



# Dealer Bulletin

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Circulate to:  Sales Department  Service Department  Both Departments

## **Boston Whaler Launches Unsinkable App for iPhone and iPad**

As previously mentioned in Dealer Bulletin 11-016, the Boston Whaler Unsinkable App for iPhones and iPads is now available for download from the Apple iTunes store, free of charge. To preview the app online, please visit the link below.

iTunes Preview: <http://itunes.apple.com/us/app/boston-whaler/id445315956?mt=8&ign-mpt=uo%3D2>

The Unsinkable App provides owners, fans and boating enthusiasts alike with convenient access to critical boating, fishing and cruising information. In addition, the app contains a variety of Boston Whaler content, including all model information, videos, photos and more — all of which are designed for easy viewing via iPhone and iPad. Through the app's "Find Your Dealer" feature, consumers are also able to locate and contact their local Boston Whaler dealer directly from their iPhone.

We strongly encourage the members of your sales team to download the Unsinkable App to their iPhones and iPads, as it can be utilized as a convenient sales tool within your dealership's showroom and at boat shows. With the app, you can quickly show your Boston Whaler customers and prospects:

- Specs and notable options/accessories for each boat model
- Photos and videos for each model
- 3D virtual tours for larger boat models
- Electronic magazines with lifestyle stories and product features
- "Why Whaler" videos with pertinent brand information

Through this new technology, we're now able to provide our dealers, owners, fans and prospective buyers with a fast, easy way to access all of the information they're after — a portal into the Whaler lifestyle right in the palm of their hands!

