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January 18 – 24, 2021

Innovations and Trends at Canada’s First-Ever Virtual Boat Show: Electric Catamarans, Smart-Boat Technology, Virtual Yacht Tours, and More!

The 2021 Virtual Toronto international Boat Show launches TODAY, just in time to beat “Blue Monday” with thoughts of warmer weather and boating

FREE to register at TorontoBoatShow.com

Toronto, ON (January 18, 2021) - The **2021 Virtual Toronto International Boat Show** launches online today as thousands of boats and marine accessories get ready to hit the market at the first boating event of year, beginning January 18 – 24, at TorontoBoatShow.com.

It has been scientifically proven that getting out on the water or on a boat promotes a restful, positive state of mind, along with social, physiological and psychological benefits. So although it may be “Blue Monday,” Canadians can start to look forward to better days on the water. From video content that will educate and inspire, to virtual showrooms, live chats, and seminars, the Virtual Toronto Boat Show is a whole new way to get ready for the boating season.

Here is a round-up of new products debuting in Canada, show features, and trends that will be popular on the waters this summer:



Jet-Powered Body Board as seen on Shark Tank: After a successful *Shark Tank* pitch and \$500,000USD investment from Canadian tech entrepreneur and avid boater Robert Herjavec, the highly anticipated Kymera body board is ready to hit the Canadian market and make its debut at the Virtual Toronto Boat Show. Hailed as the next evolution in personal water sports, Kymera is easily transported in any compact car; weighs only 50lbs; and rides up to 20mph with an impressive battery life for loads of fun on the water.

Exhibitor: AMK Watersports



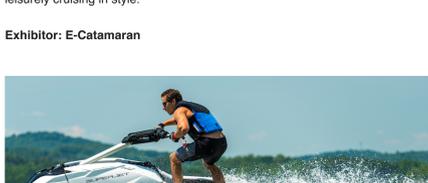
Virtual 360° Tours - CLICK image above to put yourself inside the Ferretti Yachts 500, one of the finest yachts in the world: Virtually move through every corner of the main and lower decks of the Ferretti Yachts 500 to get an up-close appreciation for its innovative design choices, highest quality production, and technical details that are synonymous with Italian design and engineering. Step onto its spacious bow, or head up to the flybridge helm for incredible panoramic views that will transport you to an oasis of luxury.

Exhibitor: Executive Yacht



Electric Catamarans: Experience luxury and elegance on the water with E-catamaran’s Ceclo boats, offered in six models. Innovative and eco-friendly, each boat is propelled by pedals that are assisted by an electric motor, enabling you to be active while exploring the waterways you love. A powerful rechargeable battery, comfortable seating and customizations, will have you leisurely cruising in style.

Exhibitor: E-Catamaran



Stand-Up SuperJet: Introducing Yamaha’s first four-stroke stand-up watercraft. An all-new ground up design that is easier to ride for a new generation of stand-up enthusiasts. No longer reserved for professional racers and requiring a racing licence, the new 2021 SuperJet will appeal to the race community as well as recreational riders looking for a new thrill. Powered by Yamaha’s award-winning four-stroke TR-1® Yamaha marine engine, it features a three-position adjustable handle, and an L-MODE® that reduces top speed and acceleration for novice riders.

Exhibitor: Yamaha Motor Canada



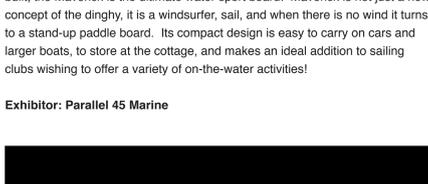
Smart-Boat Technology: Barnacle Systems, a Canadian boat security and monitoring electronics manufacturer, is debuting the BRNKL Mate at the Virtual Toronto Boat Show. Whether at the dock, at home, or halfway around the world, BRNKL will send alerts from a boat’s critical systems including batteries, bilge pumps, and shore power connection. Security features allow notifications from door/window motion sensors to go directly to a smartphone, tablet or computer; and owners who have been separated from their boats due to the pandemic can check-in with a camera from wherever they are.

Exhibitor: BRNKL. Recognized as one of the Top 10 Most Innovative Marine Companies (Soundings Trade Only Magazine)



4-in-1 SUP, WindSurfer, Dingy and Sailboat: Italian designed and British built, the Maverick is the ultimate water sport board! Maverick is not just a new concept of the dinghy, it is a windsurfer, sail, and when there is no wind it turns to a stand-up paddle board. Its compact design is easy to carry on cars and larger boats, to store at the cottage, and makes an ideal addition to sailing clubs wishing to offer a variety of on-the-water activities!

Exhibitor: Parallel 45 Marine



TIBS LIVE Content – “If you build it, NHLers will come.” The Virtual Toronto Boat Show is excited to launch its TIBS LIVE channel featuring educational, engaging and creative content uploaded by boaters for boaters. VIDEO: When the manufacturers of aluminum floating docks (The Lighthouse Docks), decided to build an artificial skating surface in the middle of St-Joseph Lake in Quebec, they got some unexpected visitors. Watch as Patrice Bergeron, David Desharnais, Mark Barberio, and Phillip Danault from the Montreal Canadiens play some shinny on floating docks.

Exhibitor: The Lighthouse Docks



Innovation that Saves Lives: Available for the first time in Canada at indiemarine.com, TeamO Inflation PFDs (personal flotation device) are the only product in the world that has the ground-breaking technology of BackTow™. It provides a safer way to be tethered to a boat, by transferring the anchor point of the harness from the front of the jacket to the back. As a result, when the inflation device is deployed the person is pulled through the water face-up, making it easier to breathe without being submersed. These innovative PFDs designed in the UK have won awards in safety, and have been seen photographed on the Duke and Duchess of Cambridge, William and Kate.

Exhibitor: TeamO Inflation PFDs

[CLICK to Download B-Roll of New Products](#)

Virtual Toronto International Boat Show Hours:
 (For TIBS LIVE, Virtual Seminars, and Online Customer Service)
 Monday to Friday: 11am – 7pm ET
 Saturday and Sunday: 9am – 5pm ET

@TorontoBoatShow on Facebook
 @TorontoBoatShow on Twitter
 @TorontoBoatShow on Instagram

ABOUT THE TORONTO INTERNATIONAL BOAT SHOW:
 The Toronto International Boat Show is owned and produced by Canadian Boat Shows. In generating more than \$354 million in economic impact to the region, it is the Largest Indoor Boat Show in North America. More boats are purchased at the Toronto International Boat Show than at any other place or event in Canada. About 43% of Canadians (12.4 million people) participate in boating and 20% (6 million) own a boat. Direct revenues across Canada’s core recreational boating industry total nearly \$5 billion per year, and directly employ approximately 45,000 Canadians. (NMMA Canada – The Economic Impact of Recreational Boating in Canada).

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