



Launch Events at the Toronto International Boat Show

First Look Friday - January 19, 2024

TIME	EXHIBITOR	BOOTH	DESCRIPTION
1:30PM	Media Preview Launch	The Lake	<p>Media Preview and “unveiling” of some of the most exciting new boat innovations and trends.</p> <p>1:10 – 1:25pm – Indoor Wakeboard Canadian Championship Rehearsals</p> <p>1:30 – Mercury Marine Remarks & Avator Electric Outboard Demo</p> <p>1:40 – Jetsurf Remarks & Demo</p> <p>1:45 – Skipperi Remarks</p> <p>1:50 – Taiga Remarks & Demo</p> <p>1:55 – Muskoka Boat Gallery Remarks & Rand Electric Boat Demo</p> <p>2:00 – Interviews & Media Boat Rides</p> <p>2:30 – Open Glow in the Dark Boating</p>
2:00PM	Starcraft	917/ 935	Launch of the new RX23 QDC with the new DF-ABS Side Panels presented by Ian McAuliffe . Plus - The new improved Fishmaster 196 presented by Mike Reesor.
2:15PM	Smokercraft and Sunchaser	1201	Launching new Smokercraft Adventurer 20 GLS Sport , presented by Mike Reesor . Ian McAuliffe showcases the details of the Sunchaser Calais Series .
2:30PM	Vexus (Howels & Lotus Marine)	1015	Presentation of the Vexus Boats line - the world's most advanced fishing Rigs, 5 models. VP, Keith Daffron & well known Canadian fishing pro David Chong will be in attendance.
2:45PM	Sylvan	1235	Launching Sylvan Marine's G-Series performance luxury pontoons, presented by Ian McAuliffe .

TIME	EXHIBITOR	BOOTH	DESCRIPTION
3:00PM	Skipperi	137	Skipperi , the world's premier boat-sharing app presents an overview of the latest boating trends based on 8000 reservations around GTA waters in 2023. Presented by Sydney Piskor , Skipperi Canada's Marketing and Customer Service Lead.
3:15PM	Taiga	136	Unveiling of the latest model Orca Performance , the world first mass-produced 100% electric personal watercraft, with no emissions and completely silent operations. Annick Lauzon , marketing director will be onsite for interviews.
3:30PM	Red Shark Bikes	E-124	Introducing four different models with Electric Scooter Surf and an electric fin option for Water bikes, the 6-in-1 configurable models. Presented by Jean François Riendeau, President RED SHARK BIKES CANADA.
3:45PM	E-surf Sport	E-124	Introducing a new model of electric surfboards crafted entirely from carbon fiber. The Race X offers unrivalled strength and agility on the waters. Presented by E-Surf founder, Audric Hartmann Karsenti.
4:00PM	Neptunus Yachts International	1738	Introduction to 2024 Neptunus 750 SL (Skylounge) - The flagship of the Neptunus 750 Series, this Greg Marshall-designed yacht features new design elements from bow to stern. A must-see! Presented by Jan Willem de Jong, Managing Director, Neptunus Yachts.
4:30PM	Princecraft	1101	On the heels of the 2024 Consumer Electronics Show, Brunswick Corp. CEO Dave Foulkes will make a special Canadian appearance at the Toronto Boat Show to introduce an exciting new line of Princecraft Boats , the legacy brand that is celebrating 70 years of excellence.
5:00PM	Mercury	801	Join Brunswick CEO Dave Foulkes for the highly-anticipated launch of electric propulsion products from Mercury Marine including all five low-voltage electric outboards in the award winning Mercury Avator lineup; as well as innovations from Fliteboard , Mercury's newly-acquired eFoil surfboard company.