



**Media Contacts:**

Mike May  
Backbone Media  
[mike@backbonemedia.net](mailto:mike@backbonemedia.net)

Sara Knies  
Johnson Outdoors  
[sara.knies@johnsonoutdoors.com](mailto:sara.knies@johnsonoutdoors.com)

## **OLD TOWN® INTRODUCES NEW SARANAC 160™ CANOE**

**Old Town, Maine (June 27, 2011)** Old Town Canoes & Kayaks, one of the most storied brands in the paddlesports industry, today introduced the new Saranac 160 canoe. Building off the successful launch of the Saranac 146 canoe last year, the Saranac 160 continues Old Town's tradition of innovation, craftsmanship and performance.

Boasting a greater carrying capacity and longer waterline than its predecessor, the Saranac 160 is an easy to paddle, stable and affordable canoe designed for family fun. The Saranac 160 features a number of creature comforts including contoured bow and stern seats, center bench with storage compartment and a variety of extras including cup holders, rod holders and storage trays designed to add convenience and versatility to the canoe.

"Consumer reaction to the Saranac 146 was fantastic so it made sense to expand the collection," said Old Town Marketing Director Sara Knies. "The Saranac 160 is faster, with more volume than its smaller sibling and is a canoe that is not only designed for families, but designed to grow with you as your family grows."

The Saranac 160 maintains an upswept deck line for traditional look and feel. Molded-in carrying handles offer easy transport, portaging and car topping, while vinyl gunwales provide added durability. Paddle rests and a 6-inch storage hatch round out the features. The Old Town Saranac series will be offered in a standard edition, an XT version that features comfortable padded seatbacks, and an Angler specific model.

**Key specs:**

Length: 16'  
Width: 37"  
Bow Height: 18"  
Weight: 89 lbs  
Max Capacity: 800 - 850 lbs  
Material: Thermoformed polyethylene  
Base model MSRP: \$699.99 USD  
XT model MSRP: \$749.99 USD  
Angler base model MSRP: \$829.99 USD  
Angler XT model MSRP: \$879.99 USD

Saranac 160 canoes will be available through authorized Old Town dealers beginning July 2011.

For more information on Old Town's fine canoes and kayaks please visit our website at [www.oldtowncanoe.com](http://www.oldtowncanoe.com) or join us on the social web at <http://www.facebook.com/OldTownCanoe> or <http://www.youtube.com/oldtowncanoeandkayak>.

Old Town® is part of the Johnson Outdoors family of innovative, market-leading brands. The company designs, manufactures and markets a portfolio of top-quality products for the global marketplace across four categories: Watercraft, Marine Electronics, Diving and Outdoor Equipment. Johnson Outdoors' familiar brands include, among others: Ocean Kayak™, Necky® kayaks, Old Town® canoes and kayaks, Extrasport®, Carlisle® Paddle Gear, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, SCUBAPRO® dive equipment, and Eureka!® tents. Visit Johnson Outdoors online at [www.johnsonoutdoors.com](http://www.johnsonoutdoors.com).

###