



LUHRS CORPORATION
AN EMPLOYEE OWNERSHIP COMPANY

For Immediate Release

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Luhrs Debuts Special Version of Best-Selling 35' Convertible Exclusively for International Markets

July 31, 2008, St. Augustine, FL – In cooperation with its French importer, Azur Performances, Luhrs Corporation will launch an all-new version of its popular 35 Convertible at the Cannes Boat Show in September. Designed specifically to meet the demands of the European market, this new 35 is the first from Luhrs to feature an integrated inside helm station, and is, in fact, the first American-built sportfisher to be offered in this configuration. In addition, the new Euro-version 35 is among the first to be offered with the coveted Volvo IPS engine package, in either the IPS 500 or IPS 600 system. Conventional shaft drive options are also available from Yanmar and Cummins.

“Luhrs has been one of the most successful exporters of ‘American-style’ sportfishing boats to Europe for several years,” said Luhrs International Sales and Marketing Director Reid Graeber. “To date, the greatest success has been with our range of Open models. Europeans prefer a protected lower helm position which until recently was only available in our Opens. This new configuration 35 Convertible is expected to broaden our product appeal, particularly in key Mediterranean markets including France, Spain and Italy.”

Besides the lower helm station advantage, selection of the optional Volvo IPS 500 or 600 power will result in fuel savings of at least 20% over comparable inboard shaft options. According to Volvo’s own test reports, the IPS 600 version will cruise comfortably at 30 knots, while also running significantly quieter than shaft drive versions. The added maneuverability of the Volvo system should also make maneuvering in “tight” Mediterranean marinas much easier, and the now-available “Volvo Sport Fish Mode” offers incredibly responsive directional control, a tremendous benefit when backing down in pursuit of the catch.

For more information on the new Euro-designed Luhrs 35 Convertible and dealer location, visit our website at www.luhrs.com or e-mail internationalsales@luhrs.com. Luhrs Corporation, based in St. Augustine, Florida, is part of the Luhrs Marine Group of Companies. Luhrs products are exported worldwide and are a leading boat in many worldwide tournament events.

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MEDIA NOTICE: Images of the new lower station configuration are available for download from www.luhrs.com/ftp