

For Immediate Release

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## Luhrs Introduces the new Canyon Series 37 Open and Outboard

Luhrs Corporation, part of the Luhrs Marine Group, debuted their latest new products at the Ft. Lauderdale Boat Show. The new 37 Canyon Series by Luhrs, offered with a choice of twin Volvo IPS or triple Yamaha 350 outboards, was the talk of the boat show.

The 37 uniquely offers two private staterooms and two heads in an “Open” style American fishing boat – and is the *only* boat of this style under 42+ feet to offer such generous accommodation, which is made possible by virtue of the aft placement of the engines with the IPS or Outboard power configurations.

Luhrs’ designs have always emphasized offshore performance and a dry, comfortable ride. The 37 is no exception – with a displacement of 22,500 lbs (10,206 kg), a transom deadrise of 15 degrees, and a dramatic “Carolina Flare,” the 37 is designed to “go to the Canyons and back” in search of big catch. The boat’s aggressive lines are further complimented by a classic stern tumblehome shape.

The Volvo IPS powered version is offered with either the IPS 500 (370 hp) or IPS 600 (435 hp) systems. With the 500s, typical cruise speeds are between 27-28 knots, giving a range of 340nm. Volvo’s IPS system offers several key advantages over traditional shaft drive, including 20-25% better fuel economy, better acceleration, increased maneuverability with the standard Joystick and optional “Sport Fish Mode, as well as the aforementioned accommodation benefits due to the aft engine placement.

The Outboard version offers the same accommodation, plus an additional 230 gallons (870 liters) of fuel capacity. Top speed exceeded 40 knots, with around a 30 knot cruise. The Outboard configuration offers several other advantages, including ultra quiet running and shallower draft, allowing operation in 2’ (0.61m) of water with the outboards tilted up. During trolling, the captain has the choice of using the two outer engines for fast trolls, or the single center engine for slower speed and maximum economy.

Interior accommodation consists of a queen size berth forward, which folds up and forward revealing a settee beneath, providing comfortable, L-shaped seating for 6-7 in the salon. The galley is located to port, providing a front-opening refrigerator/freezer, convection microwave, and ceramic stove top. Aft of the galley is a spacious head. The salon features generous storage on both sides and a large settee to starboard. The unique aft cabin features 2 large single berths, a hanging locker, standing headroom, and a utility/storage room, which can also be fitted out as a complete second head with shower, toilet and sink basin.

Luhrs set out to “up the game” with the interior design, making extensive use of stylishly curved cherry cabinetry. The flooring is a high quality & durable Amtico® laminate. Corian® countertops feature in the galley and heads, and an optional upgrade to Karadon® solid surface countertops is available. The stylish interior design continues with extensive mood and accent lighting, as well as clever solutions such as the in-counter dish storage in the galley.

Despite the refined interior, on deck the 37 Canyon Series is all business. A factory-standard half tower complete with controls and rocket launchers is part of the Luhrs commitment to value, by providing items as standard that are optional on our competitor's boats. The hard top features integrated, out of the way but convenient to access lifejacket storage. Even the canvas enclosure is provided as standard equipment. Under the port side seating is an immense step-in storage area large enough for 12 rods, scuba tanks, storage areas, and a small work bench. Options for bridge deck air conditioning and a "Summer Galley" make for truly great living.

The 80 ft<sup>2</sup> (7.43m<sup>2</sup>) cockpit features a heavy duty transom door, live well, bait prep station, insulated fish box which will accommodate an optional cockpit freezer, and a removable aft fishbox/cooler seat. Removing the aft box provides more room for a full size fighting chair.

Luhrs Sales and Marketing Director Jim Krueger stated "With the 37 we set out to build a high performance offshore fish boat with all the hallmarks of a Luhrs – fishability, durability, practicality – but at the same time to design a boat that is fantastic for the whole family. Finally – a serious fishing boat that your wife will say "YES!" to."

Luhrs Corporation is part of the Luhrs Marine Group of companies, which also comprise Silverton Marine Corporation, Mainship Trawlers, and Hunter Sailboats. Images of the 37 are available for download from [www.luhrs.com/ftp](http://www.luhrs.com/ftp).

## Specifications

Overall Length (Including Platform):	38'2"	11.84m
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Beam:	14'6"	4.42m
Draft – IPS Engines:	30"	0.76m
Draft – Outboard Engines:	27"	0.69m
Displacement – IPS Engines:	22,500 lbs	10,206kg
Displacement – Outboard Engines:	19,250 lbs	8,732kg
Fuel Capacity – IPS Engines:	400 gal	1,514l
Fuel Capacity – Outboard Engines:	630 gal	2,385l
Cockpit Area:	80 ft <sup>2</sup>	7.43m <sup>2</sup>
Air Draft with Tower:	16'0"	4.88m
Sleeping Capacity:	5	