



## **For Immediate Release**

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### **New 52 Ovation Called the ‘Talk of Ft. Lauderdale Boat Show’**

November 1, 2007, Millville, NJ. At a press conference and cocktail party held on October 15, during the 2007 Ft. Lauderdale Boat Show at the Bahia Mar Beach Resort and Yachting Center, the Ovation Series’ first model – the luxurious 52 Ovation – made her debut. Vice President, Sales and Marketing, Mike Usina introduced the new prestige cruiser, followed by Ovation President Rick Cerami and Clint Moore, President of Volvo America. The 52 Ovation is one of the world’s first production boats to utilize Volvo’s triple IPS propulsion system.

An entirely new product concept in cruising, the three-stateroom, cherry-wood accented 52 Ovation is the result of her manufacturer’s constant advancement of the design engineering and manufacturing processes, and its persistent pursuit of value. The new series represents the ultimate refinement of production boatbuilding in its class.

When asked at the close of the Ft. Lauderdale show to comment on the initial response to the Ovation, Usina said: “Acceptance has been very enthusiastic, with retail orders for several boats already taken and demos scheduled for November 1, 2, and 3. Initial inventory demand has already secured us a year’s worth of production. We were also pleased by the special report issued by boattest.com which referred to the 52 Ovation as ‘Best of Show.’”



Profile, deckplans and photos are available for download at [ovationyachts.com/ftp](http://ovationyachts.com/ftp).  
Nothing contained in this press release is intended to be an offer to commit the manufacturer to any purchase, sale, contract, or other course of action.