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JAGUAR POWERBOATS SIGNS MARTIN FLORY GROUP

Jaguar Powerboats has hired Martin Flory Group. The PR firm will promote its growing range of family and fishing catamarans that marry breathtaking performance with uncompromising safety and fuel efficiency.

The latest addition to its line, the recently launched J43, is capable of logging 90+ mph runs without any sacrifice to stability or handling. This is due to a unique hull design drawn from years of racing experience.

Jaguar Powerboats president John Clarke is the son of APBA legend Jack Clarke, but he's also a father and avid fisherman with an unprecedented commitment to safety. With next-generation construction, the semi-custom J43 can be configured with a wide range of power options and rigged for any number of applications. The company's website is www.jaguarpowerboats.com.

"The J43 is a new idea in a marketplace that seldom sees bold innovation," said Martin Flory Group general manager Kelly Flory. "Jaguar Powerboats is setting the bar in the performance catamaran segment."

Founded in 1962, Martin Flory Group represents a diverse global client base. The PR firm is highly experienced in the marine, RV and outdoor industries. It works with writers and editors worldwide to gain credible media coverage to help sell products and grow businesses.

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