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FOR IMMEDIATE RELEASE
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DOWCO Introduces Next-Generation Boat Cover

Guardian® Cover Features DOWCO's Exclusive Ratchet Fastening System

Easy to Install and Remove, Dual-use Cover Offers a Tight, Secure Fit for Trailering *and* Mooring—a first

MANITOWOC, Wis. – Installing and removing your boat cover is a breeze with DOWCO's new Guardian marine cover and its innovative ratchet fastening system.

DOWCO's patented ratchet fastening system produces a tight, secure fit, and eliminates the need for two separate covers – one for trailering and one for mooring – because the new cover can be used for both.

"We're excited about this cover because it delivers exceptional value to recreational boaters," said Scott Johnston, vice president–marine sales for DOWCO. "It's an easy-to-use cover that will protect your boat whether it's parked at the dock or being trailered down the interstate."

Initially DOWCO's new Guardian cover will be available as custom-fit covers for deep-V and mod-V aluminum fishing boats, Johnston said. Early next year the company's exclusive ratchet fastening system will be incorporated into other marine cover products.

DOWCO's Guardian boat covers are engineered to provide a solid, snug fit for maximum protection from the elements – sun, rain, wind, dirt, animals and other things that cause unnecessary damage. Guardian covers are made with DOWCO's exclusive ClimaShield® Plus fabric, which provides superior water repellency and protection from mildew and fading.

The ratchet fastening system includes a thin rope sewn into the perimeter of the cover that works like a drawstring. Excess rope can be easily pulled through to secure the cover; then the stainless steel ratchet attachment is used to tighten it. Excess rope is stored in the ratchet pocket. Three removable web straps are included with the cover to secure it to the trailer if desired as an extra layer of protection.

DOWCO covers are manufactured to exacting specifications using state-of-the-art digital technology. All covers have extra sewn-in reinforcements for increased protection at wear points and sharp edges.

Suggested retail price ranges from \$372. The ratchet system comes with a five-year limited warranty. A DVD explaining how to properly use the cover is included with the purchase.

DOWCO will launch the new Guardian cover at the International BoatBuilders' Exhibition and Conference in Miami Nov. 1 – 3, Booth 2266.

Manitowoc, Wis.-based DOWCO, Inc. is a leader in the manufacture of premium covers for the marine and powersports industries. For more information, visit www.dowco-inc.com, or to locate a dealer near you call 800-558-7755. ###