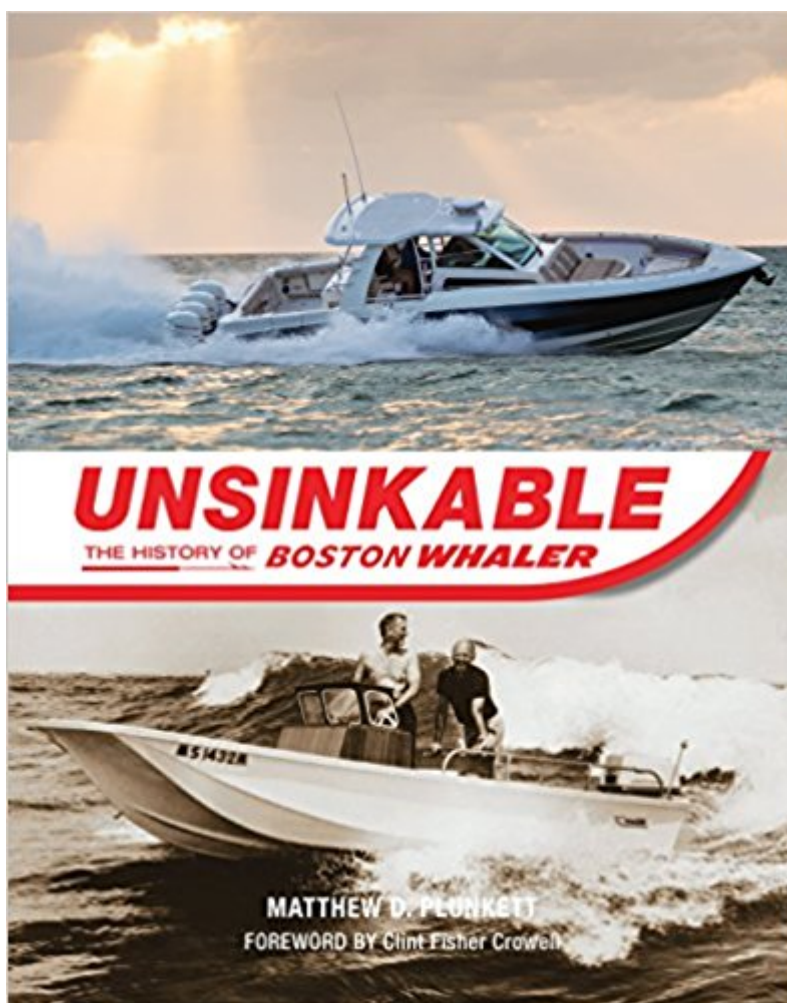


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Unsinkable: The History Of Boston Whaler



Synopsis

Boston Whalers are the quintessential American motorboats. Born from innovation, risk, and above all hard work, their reputation for reliability, fun, and safety has changed the way the people go boating. The first Whalers hit the water in 1958, but the “Unsinkable Legend” was created with a daring launch in 1961, when Boston Whaler founder Richard “Dick” Fisher sawed a boat in half before the cameras of Life magazine -- and then piloted the back half of the hull around Wampatuck Pond in Hanson, Massachusetts. People were shocked and delighted, and the company made its mark on the history of boating by proving that it had created something altogether new and absolutely unsinkable. *Unsinkable: The History of Boston Whaler* is the first book to tell the story of these iconic boats. Published to celebrate the company’s 60th anniversary, author Matthew Plunkett relays a fascinating and engaging tale beginning with how Dick Fisher came to create Boston Whaler and then detailing how the company evolved over the decades. From the original 13’ hull, unflatteringly known as the “blue bathtub,” to its current flagship, the 420 Outrage, this book covers the whole story of a truly American company. Drawing on dozens of interviews with employees who were there in the plants, at the dealerships, and on the boats, *Unsinkable: The History of Boston Whaler* is filled with previously untold stories as well as never before published images, including photos from the families of Dick Fisher and legendary designer Bob Dougherty, Mr. Unsinkable himself. This intimate look into the creation, culture, and ongoing legacy of Boston Whaler reveals just how influential this company has been both within the industry and for its legions of diehard fans around the world.

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