



Johnson Outdoors Watercraft UK specialises in distributing high quality watercraft and marine electronics. As you can see below, the company has an outstanding portfolio of world leading brands and a comprehensive range of recreational products. It has been expanding rapidly since it was set up in 2001 when the parent American company Johnson Outdoors bought Escape Sailboats.

Johnson Outdoors Watercraft UK is now a wholly owned subsidiary which has grown from a 1200 square foot warehousing facility to its present 20,000 square feet site in Great Yarmouth, Norfolk. The Johnson mix of innovation and affordability makes it one of the most popular and busy stands at any Boat Show. This year at London the focus is shared between marine electronics and the Ocean Kayak sit-on-top fishing and recreational range. Plus information on all the exciting outdoor recreational products from Johnson Outdoors Watercraft will be available.

Watercraft



Old Town has been making canoes and kayaks for over 100 years. The name is synonymous with quality and craftsmanship. The company now has the fourth generation of the same family working at its factory in Maine, USA. At Old Town, tradition and technology marry to produce everything from classic wooden craft to designs using the most advanced modern composite technology.



Ocean Kayak is the world's leading sit-on-top. Almost 6,000 of these fantastic fun kayaks are sold in the UK each year. With prices starting at £249 it's easy to see why these robust, colourful, user friendly craft have led to a real revolution in allowing everybody to get afloat.



For sea kayaks, white water kayaks and serious touring designs Necky is the name enthusiasts turn to. These recreational polyethylene craft offer performance at affordable prices and a bomb proof durability that can be guaranteed to give many years of use.



Recently acquired by Johnson Outdoors Watercraft, we believe Lendal make the best paddles money can buy. They are used by top paddling athletes and on the most ambitious expeditions to all corners of the globe. 'Passion' is an over-used word – but with Lendal that's exactly what they put into producing the perfect paddle.



Carlisle make some of the world's best selling paddles for white water, touring and recreational use. They offer a huge choice of designs in wood, aluminium or plastic and also produce heavy duty boat and rafting oars.



Escape leisure craft have brought pleasure to hundreds of thousands of people who want to get afloat and have some fun. With Escape, the emphasis is on producing ergonomic designs which are comfortable, safe and enjoyable. Whether you want an innovative, user-friendly sailboat for all skill levels, a pedal boat or a carefree electric boat, all ages can enjoy Escape Watercraft together.

Marine Electronics



Humminbird is recognised around the world for making innovative fishfinders. These offer everything from side imaging sonar to wireless floats able to transmit back to a base display.

However, despite employing ever more sophisticated technology these powerful fishfinders retain that essential ingredient – they are easy to use. Whether you want an integrated GPS system or a versatile portable unit, Humminbird has a fishfinder to match every boat and every budget.



Minn Kota is the longest established electric outboard motor company and accounts for approximately 80% of world sales of electric motors. What sets Minn Kota motors apart is their reliability, durability and the sheer class of

their build quality. Silent, clean and efficient primary propulsion units are available from 12 volts to 48 volts. They can be mounted on the bow, stern or even as an auxiliary unit on a conventional outboard. The range of accessories is comprehensive. Minn Kota motors are available with integral sonar transducers and they also have a system of wireless remotes allowing you to control the speed and steering from anywhere in the boat from a small electronic pad on your wrist.



Keen fisherman out there will probably already know what a Cannon Downrigger is. For those who don't they are ingenious devices which allow fisherman to consistently place the bait at the right depth at the right time. They offer the ultimate in controlled depth fishing and are available as manual or electric versions. To attract more fish they can even be used to produce a slight positive electric charge around the boat. When linked to a fishfinder, Cannon Downriggers are also able to keep bait at a constant distance from the changing contours of the seabed.

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