



PRESS RELEASE

THE OJIBWAY IS BACK

It has recently been announced by **Johnson Outdoors Watercraft UK** that, due to popular demand, the Ojibway open canoe is being re-introduced. This stable, all round family recreational canoe is now being offered at the bargain price of £499.



“The Ojibway design is based on the Discovery 158 Old Town canoe which is the world’s best selling canoe. But now the Ojibway has a moulded in deck and three moulded in seats,” said Andrew Dron of Johnson Outdoors Watercraft UK. “There has been a lot of demand for the canoe whilst we’ve been setting up the new production facility, and now we’re delighted to be able to offer it at this extremely attractive price.”

The Ojibway is rugged and unsinkable. It is 15’ 8” long with a beam of just under 3’ and can be paddled solo, in tandem or by three paddlers. The gunwales are gracefully swept inboard which allows for easier paddling with no compromise on stability. The classic shape and styling is inspired by Old Town’s Native American heritage.

Old Town, which was founded over 100 years ago and has built over a million boats, is a name which is renowned for its blend of tradition and technology. That expertise in modern technology has been used to produce a virtually maintenance free hull with the Ojibway. The canoe is manufactured from Polylink 3™ Polyethylene in a 3-layer rotomoulded process which produces an enormously strong, safe craft. The foam hull core provides exceptional stiffness and less material is needed which reduces the weight. The canoe weighs 80lbs (36kg) and has a carrying capacity of 980lbs (445kg).

Easily car-toppable, this is a recreational canoe which has to be the most affordable and fun way for any family to get afloat. Colours available are green or red. Among its comprehensive portfolio of leisure products, Johnson Outdoor Watercraft also distributes high quality canoeing accessories including a wide range of paddles and buoyancy aids.

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Johnson Outdoors Watercraft UK distributes recreational products from high quality brands including Old Town, Ocean Kayak, Necky Kayaks, Carlisle Paddles, Lendal, Escape and C-tug. Their specialist Marine Electronics division includes Humminbird Fishfinders, Minn Kota Electric Outboards, Bottom Line Portable Fishfinders and Cannon Downriggers.