

A GREAT SHOW FOR JOHNSON OUTDOORS UK

Colourful canoes and kayaks, exciting new models, innovative electronics – it was the wide variety of user-friendly and affordable products which ensured the Johnson Outdoors stand was as busy as ever at this year’s Southampton Boat Show.

“We had a very successful Show,” commented Andrew Dron of Johnson Outdoors UK. “There’s always a great deal of interest whenever we exhibit, and in the Ocean Kayak range the fishing section was exceptionally busy this year,” he said. “The Marine Electronics Trailer was also extremely popular; we had many enquiries and sold a lot of units through our dealers.”



The stand proved particularly popular with families wishing to get afloat in safe, affordable craft.

One of the highlights of the marine electronics display was the new side-imaging sonar. “The interest has been phenomenal in this product, not only from the public but from dealers,” Andrew continued. “Our Humminbird combination GPS chartplotters and fishfinders were also very popular with kayak fishermen. They really appreciate the exceptional screen clarity these units offer.”

Among the water craft, the Prowler Trident fishing kayak which is packed with features was a great hit and a large number of fully fitted Big Game Prowler packages were sold; these fishing kayaks come ready to go with an installed fishfinder along with many other accessories. The classic sit-on-tops once again proved the first choice for families looking for safe, affordable fun afloat. “There was also much interest in the new Peekaboo with its see-through bottom,” said Andrew. “Children loved it, parents loved it, grandparents loved it – it was something they could see would offer a shared experience.”

The exquisite hand-built wooden canoe, the Molitor 17 from Old Town, was originally only meant for display. “A lot of visitors came on the stand to see it and talk about it,” Andrew added. “Several people were very interested and it was sold through a dealer to one lucky buyer.” He concluded: “With the planned changes to the Show layout in the future it will be interesting to see what happens next year, however the whole experience of being at the Show this year was very positive for us.”

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Johnson Outdoors 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.