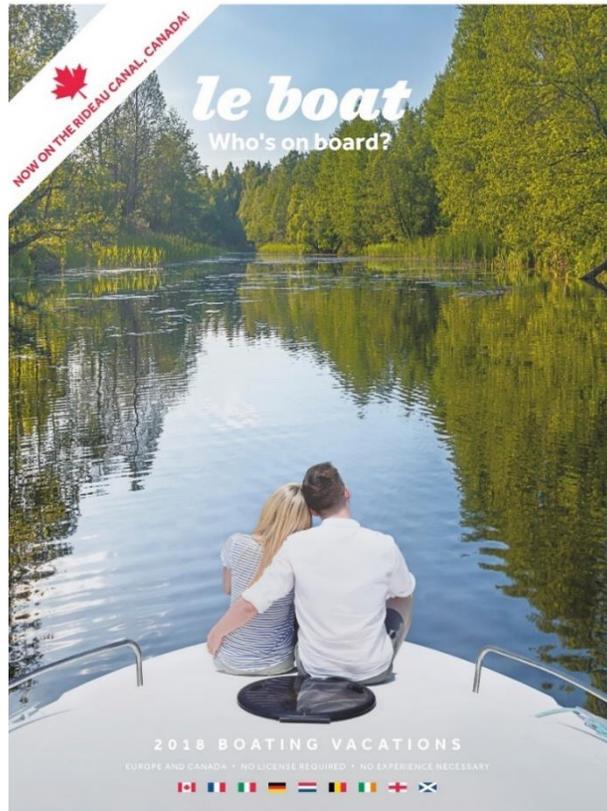




Le Boat Unveils New Additions for 2018

Luxury new fleet, first-ever North American route, and increased Sunday departures among key highlights for the new year



TORONTO - August 8, 2017 – Le Boat, Europe’s largest self-drive boating company, is excited to announce the launch of its 2018 brochure. Beginning mid-August, travellers can flip through the 62-page brochure and uncover the latest cruising experiences both in Europe and North America.

One of Le Boat’s key highlights in 2018 is its new and exciting route in Canada. This will be the company’s first cruising destination outside of Europe. Le Boat is also relocating its North American headquarters to Smiths Falls, Ontario as it readies for the 2018 launch of a fleet of 16 vessels designed for multi-day outings along the Rideau Canal.

Le Boat will also be introducing two brand new boat models to accommodate larger groups. The company’s newest fleet of Horizon boats sees a new five-cabin addition in 2018 and sleeps up to 12 people. First introduced in 2016, the state-of-the art Horizon cruisers include a spacious sundeck with a barbeque and sunbathing area, a light and airy saloon, and a fully equipped kitchen with oversized windows. The new slick Minuetto 8+ boat in the waterways of Italy has four cabins and can fit up to 10 people. Its modern design includes a front and rear thruster for easy handling, air-

conditioning and a dishwasher to match guests' expectations for a smoother and more comfortable experience.



Finally, Le Boat will be offering travellers even more flexibility. Starting next year, vacationers will be able to depart on Sunday from all the bases on the Canal du Midi and Camargue, as well as selected bases in Burgundy, Alsace and Italy.

“We are excited to announce all the additions in 2018, including the launch of the Rideau Canal system to visitors from around the world. The canal was opened in 1832 and is the oldest continuously operated canal system in North America. Le Boat customers will be able to enjoy travelling in a designated UNESCO World Heritage Site in luxury,” said Cheryl Brown, Managing Director at Le Boat. “The Horizon boats have been a popular choice for vacationers and with the introduction of our new model, we will be able to accommodate larger groups looking to explore our waterways in lavish comfort and exquisite style.”

Early Booking Specials

Le Boat is currently offering an Early Booking Discount to anyone booking selected 2018 trips now. For a full list of discounts, please visit the website www.leboat.com or call 1-800-992-0291.

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About Le Boat

Le Boat is Europe's leading boating vacation company, with more than 40 years of experience in the industry. The company owns and operates one of the largest and most stylish selections of rental boats in Europe, with accommodations for up to 12 passengers. Renters can sleep onboard in 5-Star comfort and style, saving substantially on hotel costs. All boats feature fully equipped kitchens, comfortable furnishings, showers and bathrooms, and warm air heating. They also feature air-conditioning, depending on the model. No experience or boating license is necessary. Instructions and an orientation are provided to first-time renters, ensuring they get the most out of their boating holiday. Unlike conventional cruises that follow a pre-planned itinerary, Le Boat provides guests with suggested itineraries but allows them to visit the towns and attractions that most interest them on a particular route. For more information, call toll-free at 1-800-734-5491 or visit www.leboat.com.