

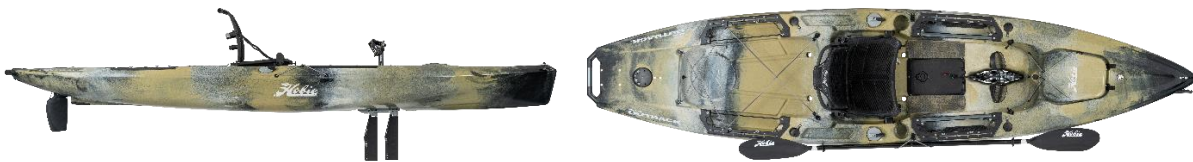


Hobie Revolutionizes an Icon with the All-New Mirage Outback®

OCEANSIDE, CALIFORNIA. (August 27, 2018) – Hobie, the leading manufacturer of pedal kayaks and other premium watercraft, today announce a new evolution of the world’s most popular pedal kayak, the [Mirage Outback](#). The new Outback blends technical innovation and twenty years of consumer feedback to continue the Mirage’s position as the best kayak on the water.



“The [Outback](#) is the world’s best-selling kayak for a reason,” says Doug Skidmore, CEO of Hobie. “We’ve kept all of the attributes that made it so popular but continue to push the limits of what the ultimate pedal kayak can offer. With the advancement of the Outback, we’ve created a next-generation kayak that is unmatched in versatility, features, and thoughtful design.”



The new Outback reflects decades of refinement, consumer feedback, and innovation. A sleeker, fine-tuned hull design allows the Outback to cut through the water quietly and more quickly. The wider, 34” standing deck works beautifully as a casting platform for anglers and provides more space and stability. The MirageDrive 180 with Turbo Fins now comes standard in all Outback kayaks and delivers superior speed and thrust, with the ability to quickly shift into full-power reverse. The new drop-down rudder maximizes durability and maneuverability, while the addition of dual steering makes for ambidextrous control.

“The new Outback proves that performance doesn’t come at the price of comfort,” says Keeton Eoff, Director of Global Development at Hobie, referring to the new, spacious Vantage CTW seat with an additional inch and a half of width. “Or that the ultimate fishing kayak that screams “get out there” can’t also be the most versatile recreation kayak on the market.” New storage compartments, cargo hatches, and mesh compartments mean more flexibility to bring gear you might’ve had to leave at home. The Outback also incorporates Hobie’s revolutionary Guardian Transducer Shield, introduced just last month at ICAST 2018.

The new Outback transforms the most trusted pedal kayak on the market into a truly legendary companion on the water. Ready to take on your most ambitious excursions, the new Hobie Outback is here.

The new Outback will be available for purchase through Hobie dealers this fall, at a starting MSRP of \$2799.

About Hobie: Since 1950, Hobie has been in the business of shaping a unique lifestyle based around fun, water and quality products. From their headquarters in Oceanside, California, Hobie Cat Company manufactures, distributes and markets an impressive collection of watercraft worldwide. These include an ever-expanding line of recreation and racing sailboats, pedal-driven and paddle sit-on-top recreation and fishing kayaks, inflatable kayaks and fishing boats, plus a complementary array of parts and accessories.