



FOR IMMEDIATE RELEASE
Seattle, WA - January 15, 2026

Seattle Boat Company
www.seattleboat.com

Seattle Boat Company Showcases All-New and Reimagined Cobalt and Malibu Lineup at the Seattle Boat Show

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Seattle Boat Company will return to the **Seattle Boat Show** with one of its most expansive displays to date, featuring a full lineup of **2026 Cobalt and Malibu boats**, including several **all-new and reimagined models** making their local debut.

Visitors can find Seattle Boat Company in West Hall at Booth 51, where the team will showcase the latest innovations in luxury bowriders, surf boats, and performance-driven family cruisers. The display highlights next-generation design, advanced surf technology, and refined layouts built for the Pacific Northwest boating lifestyle.

Highlighting All-New and Reimagined Models

A major focus of Seattle Boat Company's 2026 display is the **all-new Cobalt R31 Surf**, a flagship model that has been fully reimagined with a longer waterline, expanded social zones, and next-level surf performance. The **Cobalt R31 Surf** introduces twin-engine surf capability, a rising trend for the surf boat segment, delivering enhanced power, precise handling, and consistent wave performance while maintaining Cobalt's signature luxury and build quality.

The R31 Surf also debuts Cobalt's **new color-matched top deck**, a design enhancement that extends exterior color above the rub rail for a more modern, cohesive profile. This new top deck treatment is also featured on the **Cobalt R4 Surf** and **Cobalt R6 Surf** at the booth, reinforcing a unified design direction across Cobalt's surf lineup.

The **Cobalt R4 Surf** further stands out with the introduction of **Monsoon Surf Technology**, a newly integrated surf system that further enhances the patented Surf Gate system and is designed to improve wave shaping, responsiveness, and rider adjustability.

Seattle Boat Company will also showcase a broad selection of additional new and updated models, including:

- 2026 Cobalt CS22
- 2026 Cobalt CS23 Surf
- 2026 Cobalt R31
- 2026 Cobalt R33
- 2026 Cobalt R35
- 2025 Cobalt R4
- 2026 Cobalt R6
- 2026 Cobalt R6 Surf
- 2025 Cobalt R8
- 2026 Cobalt R8 Surf
- 2026 Malibu 20 VTX

- 2026 Malibu 21 LX
- 2026 Malibu 23 LSV
- 2026 Malibu 25 LSV
- 2026 Malibu M230
- 2026 Malibu M242

On the Malibu side, several **2026 models will be featured**, including the **Malibu LX series** and **Malibu 22 LSV**, both of which have been fully redesigned for the 2026 model year. These updates reflect Malibu's continued focus on performance refinement, interior versatility, and modernized styling.

In addition to the newest releases, attendees can explore proven favorites for families, watersports enthusiasts, and luxury boaters.

More Ways to Get on the Water

In addition to its 2026 boat lineup, Seattle Boat Company's booth will also highlight the broader ways customers can access life on the water. Attendees can learn more about **Chelan Bay Marina** (www.chelanbaymarina.com), the company's boutique marina on Lake Chelan, as well as **FunShare Boat Club** (www.funshareboatclub.com), which offers hassle-free boating access without ownership. The team will also be available to discuss moorage, storage, and **SkyLaunch Marina** services for boaters throughout the region.

Experience the Boats, Meet the Team

Seattle Boat Company's experienced sales and service team will be on site throughout the show to walk guests through each model, answer questions, and help attendees compare layouts, surf systems, and propulsion options. Whether buyers are exploring their first boat or upgrading to a flagship model, the booth is designed to provide a hands-on, informative experience.

Seattle Boat Show Details

Location: Lumen Field Event Center and Bell Harbor Marina

Dates: January 30 - February 7, 2026

Seattle Boat Company Booth: West Hall, Booth 51

For more information, visit go.seattleboat.com/seattleboatshow or stop by the Seattle Boat Company display during the show.

About Seattle Boat Company

Seattle Boat Company is a family-owned and locally operated business that has been part of the Pacific Northwest boating community since 1984. With multiple marina locations in Seattle and Bellevue, plus sister dealerships in Lake Chelan and Idaho, we serve families across the region with boat sales, service, storage, fuel docks, wet and dry marina slips, a boat club, watersports gear and pro shops, and on-water dining. Our dedicated team takes pride in helping families and friends create fun and memorable experiences on the water, with a focus on service, community, and accessibility. Learn more at www.seattleboat.com.

Photos





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