

LUXURY HOMES | ENTERTAINMENT | ART | BOATING | TRAVEL

COASTAL Lifestyle

coastallifestylemagazine.com

Oct-Nov 2020





FINDING SOLACE

Boating Magazine's Recently Christened "Boat of the Year" Comes to the NW Gulf Coast



At the Miami International Boat Show this past February – the largest boat show in North America featuring all of the world's top brands – the big buzz circling the waterfront was the presentation of SOLACE, an advanced breakthrough in center console design fashioned by one of the marine industry's living legends, foremost product and engineering powerhouse Stephen Dougherty.

Dougherty's newest darling captured the highly coveted top honor as the "BOAT OF THE YEAR" winner, selected by the editors of Boating Magazine. The boat was greeted with plenty of fanfare boosted by an official awards presentation ceremony dockside, which drew large crowds.

Boating Magazine Editorial Director Kevin Falvey noted that the SÖLACE 345 won this prestigious award for many reasons, including its revolutionary design and unique layout which extends the cockpit aft between widely spaced outboards, coupled with its stand-alone innovation featuring an integration of the latest in propulsion.



“Courageous design and flawless execution,” remarked Falvey in his awards presentation. “This feature may influence boats on the whole in the future, but the SÖLACE 345 center-console fishing boat stands out for numerous other attributes.”

Besides Boating’s christening, the 345’s list of accolades continues to grow. **Power & Motor Yacht magazine crowned it with a Reader’s Choice top honor, while the Newport International Boat Show christened it as the Best Powerboat Under 36’ and Best Powerboat Overall.**

While this new luxury sportfishing machine is kicking up a major wake in

the boating world, it’s also coming soon and expected to make a big splash along the NW Gulf Coast.

“We are thrilled to be named as the exclusive SÖLACE dealer for the Northwestern Gulf Coast and are excited to launch the brand and bring in our first model shortly,” said Shawn Talpey, president of Emerald Coast Marine Group with dealership locations in Niceville and Destin, FL and Orange Beach, AL at the Wharf. “This luxury center console is the first in a spectacular new series of smaller and larger models to come. SÖLACE is truly in a class all its own, setting a new benchmark in innovation and design.”

It is definitely not a center console for the masses; rather, it is ideally suited for the truly discriminating angler who desires the latest in technological design and advancement with an exceptional level of quality and innovation.”



In terms of innovation,

SOLACE

abounds

It sports the first-ever, patent-pending FishThru® Transom, a secure 4' platform cleverly positioned and designed between the motors to maximize cockpit fishability, reduce overall draft, and provide joystick precision.

An aft dive door allows anglers to bring fish aboard through, not over the transom.

In addition, it features a nifty retractable, hydraulically-actuated platform that extends yet another 4' beyond the transom, creating a spacious swim, dive, or spear-fishing platform that is safely positioned well beyond the props.

The fold-down buggy top and wealth of fishing and com-

fort features all contribute significantly to its overall appeal, including twin tuna tubes, twin fridges, a bait-prep area with electric BBQ grill and bait rigging station with freshwater sink, abundant rod storage, under-gunwale tackle compartments, and multiple insulated fish boxes.

The cabin offers a comfortable retreat with 12v dc a/c plumbed to the helm, complete with microwave, head and sleeping capability for two.

Also standard is the Seakeeper 2DC and an optional fully-outfitted second station; all systems are wired to a state-of-the-art 12V inverter system.

Topside seating is ergonomically positioned and spacious.





“We are very pleased to partner with Emerald Coast Marine Group in the sales and marketing of our SÒLACE brand,” said President Todd Albrecht. “The dealership has a very strong and committed leadership team, a strategic plan that poises them for continued growth, a fantastic central location and a state-of-the-art facility offering every amenity a boater needs before, during and after a day on the water. We look forward to being part of their continued successes in the years ahead.”



THE DOUGHERTY LEGACY

FEW NAMES IN THE GLOBAL BOATING WORLD COMMAND IMMEDIATE RESPECT LIKE DOUGHERTY.

THE DOUGHERTY FAMILY LEGACY WAS FIRMLY ESTABLISHED BY BOB DOUGHERTY, THE DESIGN AND ENGINEERING GENIUS BEHIND BOSTON WHALER. FROM CHILDHOOD, SON STEPHEN LEARNED AND WORKED IN ALL ASPECTS OF THE BOATING BUILDING PROCESS ALONGSIDE HIS FAMOUS DAD.

FATHER AND SON LEFT BOSTON WHALER IN THE LATE EIGHTIES TO LAUNCH EDGEWATER POWERBOATS. THE TWOSOME ENJOYED GREAT SUCCESS, EVENTUALLY SELLING THE BUSINESS BEFORE LAUNCHING YET ANOTHER GAME-CHANGER, EVERGLADES, WHICH BECAME A MAJOR PLAYER IN THE CENTER CONSOLE MARKET KNOWN FOR ITS CONSTRUCTION, QUALITY, AND DURABILITY.

STEPHEN HAS BEEN RECOGNIZED FOR HIS PIONEERING EFFORTS IN THE MARINE INDUSTRY, HAVING EARNED MULTIPLE PATENTS AND WINNING SEVERAL DOZEN NATIONAL INNOVATION AWARDS. HIS SPIRIT AND DOGGED PURSUIT OF EXCELLENCE REACHED A NEW ZENITH WITH THE LAUNCH OF HIS NEWEST COMPANY, DOUGHERTY MANUFACTURING, IN 2016, ALONG WITH HIS NEWEST SIGNATURE BRAND, SÒLACE, IN 2019, WHICH COMMENCED UPON RESOLUTION OF HIS NON-COMPETE FOLLOWING THE SALE OF EVERGLADES.

NOW, BASED IN EDGEWOOD, FL, WITH A WORLD-CLASS MANUFACTURING FACILITY ENCOMPASSING 200,000 SQUARE FEET ON 16 ACRES WITH NEARLY 150 EMPLOYEES, THE COMPANY WAS RECENTLY NAMED AS ONE OF THE “TOP 50 FASTEST GROWING COMPANIES IN FLORIDA.”

BESIDES THE EXTENSIVE WORK DOUGHERTY MANUFACTURING DOES FOR BOAT MANUFACTURERS, THEY ALSO SERVICE MULTIPLE BLUE-CHIP CLIENTS SUCH AS DISNEY, UNIVERSAL, SIX FLAGS, SIEMENS, HOME DEPOT, AMONG OTHERS.

.....
 For more information about SÒLACE, contact Emerald Coast Marine Group's official SÒLACE brand ambassador Davied Lunsford at (850) 389-8318 or email Davied@EmeraldCoastMarine.com

