

# BUILDER BENCHMARK

PRODUCT SHOWCASE

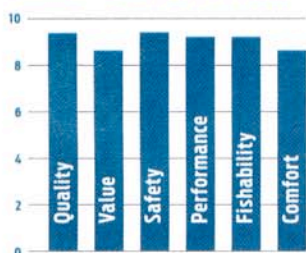
BY RANDY VANCE



## GRADY-WHITE

No other boat brand garnered more responses in our survey than Grady-White. No wonder — the company's been building boats since 1968 under the same ownership, and it's been one of the most sought-after brands in that time. In fact, the

### BUILDER BENCHMARK



RESPONDENTS

#### TOP FIVE ATTRIBUTES

Respondents familiar with Grady-White most appreciated the brand's:

- Brand/dealer reputation
- Design/construction
- Boat handling on plane
- Style/appearance
- Customer service

Ratings by anglers who fished this brand within the past two years. Minimum response required.

name is so well known that even nonboaters are likely to know what a Grady-White is. Grady has been a winner of industry quality awards year after year from the likes of JD Powers and the National Marine Manufacturer's Association. With all of that going for it, it's no wonder our survey respondents cited the high reputation of the company and its dealers as its strongest suit.

You don't get that reputation without designing and building quality into a boat rich with style. Grady's style is all about combating the treacherous waters and inlets of North Carolina, where white-water walls greet returning anglers more often than not. Safety scored high among their owners — a sure sign they respond to Grady's commitment to get them through the tough spots when they arise.

Grady-White builds a solid, strong boat designed to give stability on plane and at off-plane speeds. Top-end performance doesn't lack either, explaining why Grady-Whites stand out



A Corian counter adds rich style to the cockpit galley.

among their owners as solid performers. A reputation that strong for that long is bound to bolster resale value, and in the eyes of the owners, it does.

On top of that solid platform, add strong scores for every aspect related to a brand's fishability and passenger comfort.

### Freedom 307

This dual-console is loaded up with standard features that bolster fun and fishing by giving anglers a plush but lethal fighting cockpit, spacious companion seating at the

helm and passenger console, plus a first-class seating section forward of the curved, tempered-glass windscreen.

It's spacious, with 80 square feet of cockpit space alone, and features a single-level sole with no treacherous step up or down at the helm deck. That alone makes this spacious day cruiser a welcome family boat for all ages.

The 307 is chock-full of standards, like a polished stainless-steel anchor and windlass. The sweetest is the electromechanically extended port-side lounge that slides aft from beneath the passenger console seat to join a hideaway transom seat for wraparound luxury.

Tuck this away, and anglers are ready to employ rod holders and livewells to fill the fish box. An optional hardtop can be equipped with rod holders and outriggers to boost fishability.

**MORE INFO:** [gradywhite.com](http://gradywhite.com)

#### FREEDOM 307 SPECIFICATIONS

LOA: 30' BEAM: 10'7" FUEL CAPACITY: 234 gal.  
 DRY WEIGHT: 7,850 lb. (plus engines) MAX HORSEPOWER: 700