

## Boating's Perfect Fit

Look at the logo on your boat windshield. Before you do, we'll make a bet that it says Taylor Made. We'll win more than half those bets. Even the boats that don't have a Taylor Made windshield most likely are carrying something (fender or canvas) with the company name on it. But though Taylor Made is now synonymous with boats, founder Nelson A. Taylor started out 100 years ago making cutting-edge canvas car tops. It wasn't until 1951, during the prosperity following World War II, that Nelson's son, Willard "Bill" Taylor, seized on the growing popularity of water recreation and began outfitting boats. Since that time, Taylor Made has been rolling out some of boating's most significant innovations:

**Bill Taylor brought Taylor Made into the boating community with the first wraparound windshield.**



**1960** Taylor Made continues to shape the look of boating with the first curved safety-glass windshield. **1971** As boaters complain about fenders ripping and popping, Taylor introduces vinyl fenders, so durable they are "guaranteed for the life of your boat." **1977** The company creates Marine Air Systems and introduces air conditioning and refrigeration systems, adding an additional touch of luxury. **1984** Keeping pace with environmental awareness, Taylor Made acquires the marine and RV division of Mansfield Plumbing Products, renames it SeaLand Technology and launches Vacuflush to improve boating sanitation. **2007** Taylor Made develops a way to make its Integrated Tower System (which melds the wakeboard tower and windshield) work on hardtop-style boats.



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