

# Water Sports: Nautique by Correct Craft Essay

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## Introduction

Today people all across the globe are interested in activities that are exciting and challenging but also relaxing and fun. This reason is exactly why going to the lake has become more popular than ever before. The water is a perfect getaway for almost everyone. Because the demand to be on the lake has grown, so has the demand for a quality, reliable [boat](#). “In the history of any major industry, one name usually stands out as the driving force behind its’ very existence. In water sports, that name is Nautique. For more than eight decades, Nautique has been building the highest quality boats and providing the ultimate in customer service”. (Nautique History)

## History

Exactly 88 years ago in 1925 Walt C. Meloon created the Florida Variety Boat Company, which is known today as Nautique. When the company started, neither water skiing nor [wakeboarding](#) were popular sports. Because of this, The Florida Variety Boat Company was focused on a completely different kind of product back then compared to Nautique today. Instead of focusing on manufacturing wake boarding and skiing boats they were making sail boats, race boats and power boats. The company was surprisingly successful within its first four years, and had built a very good reputation among the boating industry. The reputation they acquired within those first four years is exactly why they were able to

continue to be a growing company during the great depression. During the successful years of the Great Depression Walt Meloon had decided to change the name of the company from the Florida Variety Boat Company to [Correct Craft](#). Correct Craft remained at the top of the boating industry for years. It wasn't until the Korean Conflict when the company took a turn for the wors...

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