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After three successful previous events, organizers of the Boaterz 'n Bikerz of America Hull of a Tour plan to return this summer with a scenic coastal and mountain boating and motorcycling trip through New England dubbed The Lobster Roll.

The weeklong tour is scheduled for July 15-22 and will feature a guided ride through New Hampshire, Maine, Massachusetts and Rhode Island.

Three-time presenting sponsor Freedom Boat Club is back, along with four-time media sponsor Soundings Trade Only and two-time returning platinum sponsor Regal Boats.

Newcomers along for the 2017 ride include Sea Tow, sponsor of the official chase vehicle, and Freedom Boat Club of Rhode Island, which is hosting the grand finale splashdown in Newport. Kenton Smith Marketing returns as event producer and publicist.

"We have enjoyed sponsoring this event, and it generates a lot of industry buzz," [Freedom Boat Club President and CEO John Giglio said in a statement](#). "We are happy to support an event that truly celebrates the outdoor recreational lifestyle. We also have several outstanding franchise clubs in the New England area, and we hope to host some fun boating events for the group along the way."

"We are very excited about this year's ride and hope to have many boating industry colleagues join us," Hull of a Tour organizer Wanda Kenton Smith said. "What better place to enjoy the best of boating and motorcycling than New England in the summertime! Our ride planner and my event partner, Jim Krueger of Regal Boats, never disappoints in creating truly awesome and memorable routes."

This will be the fourth Hull of a Tour, and the first in New England. Previous tours included the inaugural Florida-to-California cross-country ride in 2013.

The second event, The Freedom Ride, was held in 2015 and traveled from Florida to Washington, D.C., concluding in the million-bike Rolling Thunder event on Memorial Day weekend.

Last year, the group rode the Pacific Coast Rush from Seattle to San Francisco, with a loop out to Big Sur.

"Every year, new folks from all walks of the boating industry join in and participate in an amazing adventure," Kenton Smith said. "The unique aspect of our ride is that it combines motorcycling with boating fun, with participation limited exclusively to those working in the boating industry, along with their invited friends and colleagues. If you're a boater who loves motorcycling and outdoor adventure, you won't want to miss The Lobster Roll!"

Tour details, including the ride route, hotels, motorcycle transport and corporate rental discounts, along with special events, are in the works. Riders can join for a day or two, or for the entire tour.

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