



## Bass Pro Shops Super Bowl Ad Underscores Affordability of World's Best-Selling TRACKER Boats



**MAKE MEMORIES YOU'LL NEVER FORGET  
IN YOUR VERY OWN TRACKER BOAT  
FOR AS LITTLE AS \$5 A DAY**

*North America's leading outdoor retail and conservation  
company promotes making happy memories in the  
World's Best-Selling Boats*

SPRINGFIELD, Mo. (Feb. 8, 2024) – Bass Pro Shops, voted America's Most Trusted Retailer for Outdoor Gear, headquartered in Springfield, Mo., is returning to the Super Bowl for the third time in the last four seasons.

Bass Pro Shops' ad celebrates commitment to connecting people to the great outdoors through TRACKER Boats. TRACKER, the world's best-selling boats, are built with pride by Bass Pro Shops' team of highly skilled craftsmen and women in the Missouri Ozarks. They are sold factory direct (and through select dealers worldwide) at remarkably low prices.

The ad spotlights the unmatched values the company was founded on and has stayed true to for the last 50-plus years.

"In these uncertain times, we are more committed than ever to deliver value to our customers. With 115 million people watching, there is no greater opportunity guaranteed to reach more people in the peak of our season than the Super Bowl. It is the most powerful platform to underscore the affordability of owning a new TRACKER Boat for as low as \$5 a day," said Johnny Morris, noted conservationist and founder of Bass Pro Shops.

"We hope our message will inspire customers to get outdoors and create happy lifelong memories on the water. We also believe that investing to share our happy times value message with the world translates into increased opportunities for our dealerships and our people. We are so very proud to celebrate our family of Outfitters !!!" Johnny continued.

The commercial will air during Super Bowl LVIII and again next weekend during the Daytona 500.

[Click here to watch "Making Memories On The Water."](#)

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### **About Bass Pro Shops**

Bass Pro Shops is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops united with Cabela's to create a "best-of-the-best"

experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."

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