

The ShoreLand'r® Story

Celebrating over 50 years of passion for boating, Midwest Industries manufacturer of ShoreLand'r and ShoreStation products are recognized worldwide for their top-quality design and construction. ShoreLand'r boasts a vast line of boat trailers, powersports trailers, and accessories that no matter what you're hauling, there is a dependable ShoreLand'r trailer that can get the job done.

Midwest Industries was founded by the late Byron Godbersen in 1954, who first found commercial success with his Bolster Hoist, an underbody wagon hoist used to tilt a grain box to empty its contents. Sales of the Bolster Hoist grew quickly, sparking the development of several other farm-related products. As the 1950s drew to a close, Byron's growing passion for boating, combined with his inventive thought process, produced what would eventually become the first ShoreStation Boat Hoist.

Designed at Godbersen's quiet Minnesota lake home, the ShoreStation Boat Hoist debuted at the 1959 Minneapolis trade show and was quickly established in the marketplace as the industry standard. Featuring a geared winch raising a cantilevered platform, the ShoreStation design was significantly more refined than other boat hoists of the time.

Turning his focus to boat trailers, Byron developed and patented the Godbersen Lift, which he incorporated into the first ShoreLand'r boat trailer in 1971. Byron's innovation made launching and loading boats quicker and easier than ever before. Since then ShoreLand'r has grown to be one of the most recognized names in the trailer business, selling more than one million boat trailers by 1998.

In 1998 the innovative ShoreStation Dock was added to the line. Able to be used with an accompanying boat hoist or alone, the ShoreStation Dock improved on existing dock systems by combining state-of-the-art materials with an innovative modular design that is easy to deploy, sturdy and allows owners to add features such as lights, bench seating and more.

ShoreLand'r continues to innovate today with a line of powersports trailers targeted specifically at ATV and UTV owners, which offers consumers multiple accessories that provide maximum versatility.

All ShoreStation and ShoreLand'r products are built in Midwest Industries' state-of-the-art Ida Grove, Iowa, facility. It is here that dedicated workers carry out all phases of the manufacturing process, from the purchase of raw materials to selling the finished products. This end-to-end approach to manufacturing underscores Midwest Industries' commitment to delivering products with the consistent level of innovation and quality that have defined the company since 1959.

For more information, visit www.shorelandr.com, or contact Midwest Industries, 102 E. State Hwy 175, Ida Grove, IA 51445, Phone: 800-859-3028, Fax: 712-364-3361.