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## Miami 2025 Preview: Mustang Survival launches Atlas 190 DLX Life Jacket at Booth #MB5045

GUILFORD, CONNECTICUT – Represented by Ocean Marketing, Mustang Survival will showcase the brand-new Atlas 190 DLX Life Jacket in booth #MB5045 in the Miami Beach Convention Center at the Discover Boating™ Miami International Show® next week. The Atlas 190 is a contender for the 2025 Miami Innovation Award.

A cutting-edge choice for offshore sailing, cruising, and boating, the award-winning Atlas 190 is the recipient of TIME's Best Invention of 2024, a Red Dot Award for outstanding design, and a DAME Design Award special mention. This groundbreaking inflatable platform is ISO-approved and features a re-engineered bladder for exceptional turning and airway protection. It offers an impressive 42 lbs of buoyancy when inflated. The Atlas incorporates ADAPT Technology (ADvanced Airway Protection & Turning), with bladder lobes shaped to turn the wearer face up effectively, baffle barriers near the chin to dissipate incoming waves to the face, a wide head pillow to provide greater stability for user's head, and dogleg design for improved in water comfort and stability.



Additional safety features include an integrated sprayhood, and a SOLAS-approved water-activated light. It has built in compatibility for AIS and PLB and features the Hammar MA1 automatic inflator with hydrostatic technology which protects against unintended activation due to rain, spray, or humidity.

The Atlas 190 DLX Life Jacket comes in two color options: red-black and black. It retails for \$369.99 and will be available online and at retailers mid-February 2025.

For more information, visit booth #MB5045 in the Miami Beach Convention Center, email Ocean Marketing [info@oceanmark.com](mailto:info@oceanmark.com), or in the US call 1+800.343.8294.