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Dealer makes splash with electric boats

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Online: Hear Ray Slatten talk about Duffy electric boats. [Comment.](#)

In an area surrounded by water and water activities, and at a time when many are becoming more environmentally conscious, a new Soddy-Daisy business may be in the right place at the right time.

Ray and Joi Slatten opened Electric Boats LLC, 8701 Dayton Pike, Suite 113, which specializes in selling Duffy electric-powered boats.

"It is a boat whose time has come, not just because of the price of gas, but also because of the zero emissions," Mr. Slatten said. "Even the cleanest four-stroke engine puts a lot of pollutants in the lake."

The boats, which range in size from 14 to 22 feet long, have a maximum speed of 6 miles per hour and a rudder that allows it to turn 90 degrees on its axis, he said.

"It makes for unbelievable control," Mr. Slatten said. "Anybody can become an instant captain."

Mrs. Slatten, who said Duffy Electric Boats are used at the Disney theme parks and by the California Wildlife Fisheries, believes they would be perfect for cruising around the Chattanooga waterways.

"We just feel like Chattanooga is working so hard to present itself as a green community, and this boat is perfect for that," she said.

Mr. Slatten has been around sailboats for most of his life, but his wife felt sailboats are too much work to enjoy a leisurely day on the water.

An electric boat is the next best thing because there is no loud engine noise.

"It was just like being on a sailboat without having to mess with all the sails," he said. "The only sound you hear is the sound of the water going by."

The boats range in price from about \$20,000 to \$50,000 and can even go up to about \$70,000, depending on the features included. The boats can be custom ordered with a microwave, minirefrigerator or even heated seats.

Mr. Slatten said the boats generated a lot of attention recently at the Chattanooga Boat Show as well as a boat show in Huntsville, Ala.

"The thing that delights people is when you tell them that they can boat all day for about \$1," he said.

Mr. Slatten said the boats recharge overnight by plugging them into a standard 110-volt outlet.



Staff Photo by Gillian Bolsover Ray Slatton hitches one of his electric boats up to a truck at his Soddy-Daisy business.