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Could Jackson's Dynamic Duo be Destined for Stardom?

Rock Island, TN – Like Batman and Robin, Butch and Sundance and Thelma and Louise, Eric “EJ” Jackson is hoping his newest kayak design could be a memorable hit.

With his new Dynamic Duo, Jackson brings to the marketplace a performance -oriented tandem whitewater kayak. Based on the premise that sometimes two heroes are better than one, the Dynamic Duo is based on the Hero, the ultimate river running model in the Jackson Kayak lineup of best-selling whitewater boats.

Besides pure fun, Jackson sees the Dynamic Duo as another arrow in his quiver of market building tools aimed at growing the paddlesports market.

Jackson said the Dynamic Duo tandem whitewater kayak is the perfect boat for schools and individual enthusiasts to teach others to kayak.

“The Dynamic Duo will be a great way to introduce Class I or II boaters to Class III water with confidence,” Jackson said. He said he also thinks the Dynamic Duo may prove to be a new way for outfitters to offer a private guided experience to the most adrenaline addicted rafting clients.

Dubbed Africa's newest extreme sport, a number of outfitters offer tandem kayak trips on Africa's legendary Class V Zambezi and Nile rivers, pairing experienced kayak guides with “no experience necessary” tourists. The craze has spread to Class V stretches of the Kaituna River on New Zealand's north island.

Measuring 12 feet by 26.5 inches and weighing 65 pounds, the Dynamic Duo is designed for an optimum combined weight range of 265 – 500 pounds. In its conception, Jackson's longtime design partner David Knight also tackled the challenge of making sure the boat offers good performance over a wide range of weights and distributions.

The stern cockpit can comfortably accommodate paddlers weighing as much as 260 pounds while the bow can fit those weighing up to 200 pounds.

Available in standard Jackson Kayak colors, MSRP is \$1599. The boat is expected to ship beginning in December.

For further information about the Dynamic Duo and the complete line of Jackson Kayak best-selling whitewater and recreational boats, visit [Jackson Kayak](#).