

PRINCECRAFT

2011 ALUMINUM FISHING BOATS

INTERVIEW WITH
**ANGELO
VIOLA**

CATCH OUR
2011
MODELS

**MAY
THE BEST
ANGLER
WIN!**

**+8 POINTS
TO CHECK**
BEFORE YOU BUY

PRINCECRAFT
TRUE DEDICATION

New!
The Yukone
DL BT LEADS THE FIELD
IN ELECTRIC BOATS

By way of introduction...

IT'S GOING TO BE A GREAT DAY

> In today's fast-paced world, the idea of "living in the now" is a popular one. It's easy to say, but harder to do. Except maybe for fishing buffs, who've got a knack for turning off the world as soon as their lines hit the water. Though that's a bit easier to do when you're in the middle of a lake with nothing but the call of the loons for company!

For generations now, Princecraft has been designing superior quality boats to help bring such moments to life. Safety, comfort, reliability, performance, and ergonomics have been the bywords of our philosophy for as long as we can remember.

But there's a sixth word to add: innovation. After inventing the double reverse chine hull, Princecraft has raised the bar again with the Yukon^e DL BT, the first fishing boat specifically designed to accommodate an electric outboard motor and batteries without cluttering up floor space. The result is a remarkably high-performing craft that's sure to be in demand, especially on lakes where gas motors are banned. Intrigued? Turn to page 6 and read all about the Yukon^e DL BT!

So enjoy the fishing — and get the most out of life!



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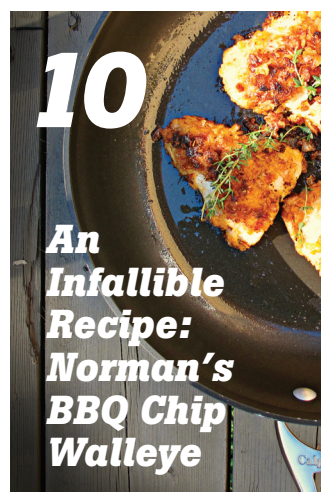
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Get a copy
of Pontoon and Deck Boats,
our new magalogue



Summary





So it's no surprise that year after year, Princecraft boats are considered the safest on the market. Let's take a look at some of the distinctive features that enable us to integrate high performance and uncompromising safety.

A DEEPER HULL

Princecraft boats have higher sides than most other fishing craft. When peace of mind is the issue, those few extra centimeters can be significant, especially if children are on board. After all, even adults can end up overboard as the result of a sudden distraction, wrong move, or strong wave.

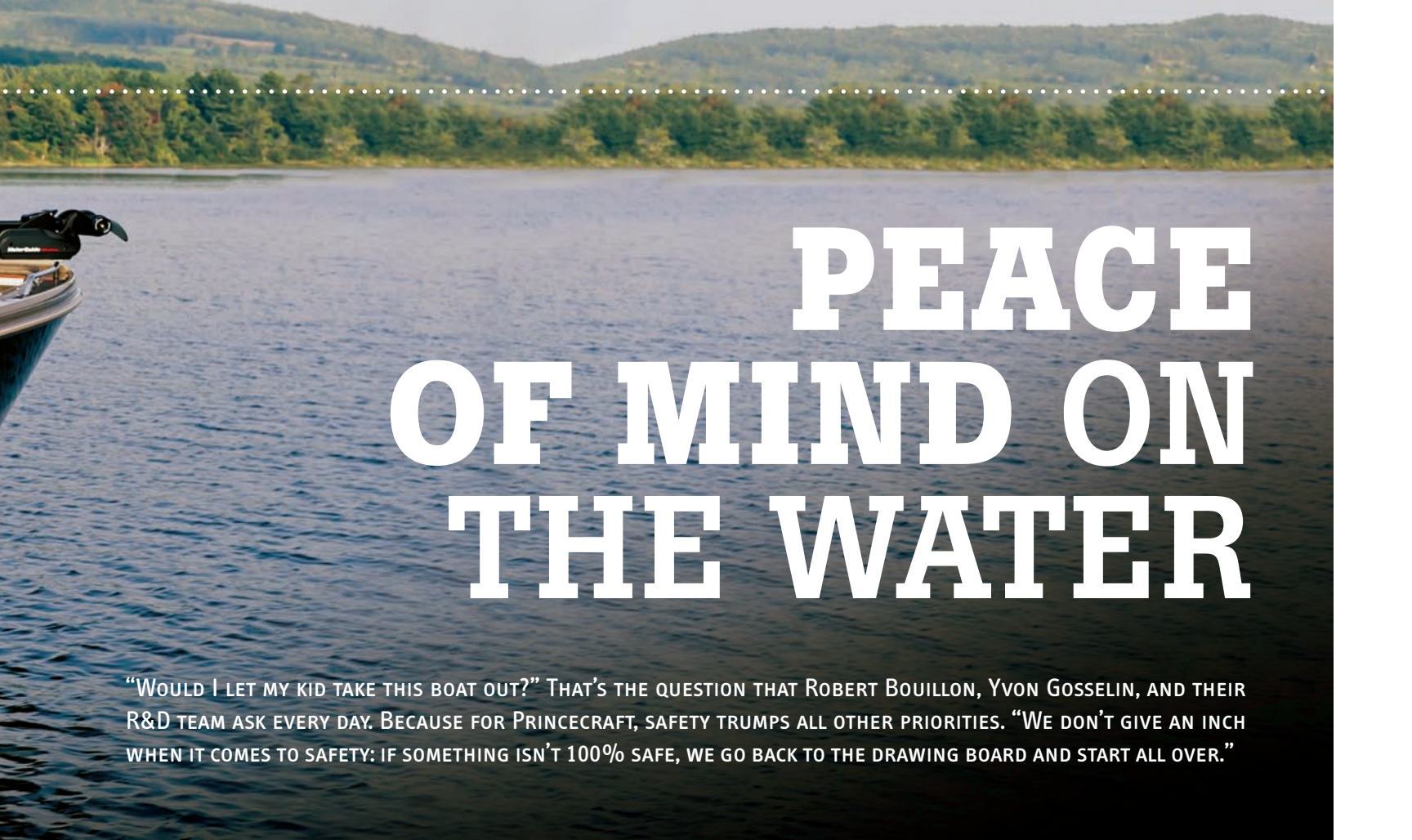
With your Princecraft,
that's just not likely
to happen.

LITTLE THINGS THAT MAKE A BIG DIFFERENCE

These safety measures help protect everyone on board. And while kids can be too curious, grown-ups are sometimes in too much of a hurry — or too distracted by their catch. All the more reason to appreciate the fact that Princecraft has built in a raft of “guardian angel” features to help prevent any incidents that could spoil your day on the water.



Left to right : Robert Bouillon, Danny Gallant, Yvon Gosselin and Danis Beauvillier from our Research and Development (R&D) team



PEACE OF MIND ON THE WATER

“WOULD I LET MY KID TAKE THIS BOAT OUT?” THAT’S THE QUESTION THAT ROBERT BOUILLON, YVON GOSSELIN, AND THEIR R&D TEAM ASK EVERY DAY. BECAUSE FOR PRINCECRAFT, SAFETY TRUMPS ALL OTHER PRIORITIES. “WE DON’T GIVE AN INCH WHEN IT COMES TO SAFETY: IF SOMETHING ISN’T 100% SAFE, WE GO BACK TO THE DRAWING BOARD AND START ALL OVER.”

THE DOUBLE REVERSE CHINE HULL

Princecraft was the first aluminum boat manufacturer to introduce the double reverse chine hull. Exceptionally maneuverable, it lets you steer and control your speed confidently under any navigation conditions, so your boat planes smoothly, even when carrying a full load.



Danny Gallant, R&D technician, can't say enough about this unique design. “At low speeds, it's an innovation that increases hydrodynamic lift while reducing resistance. And at higher speeds the double reverse chine hull prevents lateral instability, with its unpleasant and dangerous movements that can result in loss of control.”

Known as the “chine walk,” this dreaded rocking motion can intensify dangerously at high speeds to the point where passengers are suddenly sent overboard. By ensuring constant contact with the water, the double reverse chine prevents this problem. The result: greater comfort, improved safety, and better performance!

GRAB HANDLES WHEREVER YOU NEED 'EM

When you're not on terra firma, any motion the boat makes can affect your balance. To help keep you more stable, Princecraft has put plenty of grab handles wherever they might be needed. They'll help you keep your safety, comfort — and pride — intact.

New!

The Yukon^e

DL BT

THE ONE YOU CAN DEPEND ON NOW
COMES IN AN ELECTRIC VERSION



A practical, green motor to take you everywhere.



The advantages of a high-performance electric motor without the clutter.

What could be more practical than an electric motor, especially in places where gas motors are prohibited? But despite the many advantages of electric motors, a lot of boat owners shy away from them because they inevitably require batteries that can entangle feet and gear.

That's all changed with the introduction of the new Yukon^e DL BT! We specifically designed it to hold an electric outboard without cluttering up the inside of the boat. How? With a special battery compartment that frees up valuable floor space. Another exclusive innovation from Princecraft!

The letter "e" identifies boats designed for use with electric propulsion, a fast-growing segment at Princecraft.

There's another way to declare your independence with the Yukon^e DL BT: an optional solar panel. With it, you can head out in search of adventure and still recharge your batteries in isolated locations where electric hook-ups are hard to come by. For more details on the new Yukon^e DL BT, see page 60.



THE MOTOR OF TOMORROW

The new Yukon^e DL BT is equipped with a Torqeedo Cruise 2.0 electric motor, a German model featuring outstanding performance, durability, and Euro styling.

- The most powerful and efficient 24 V outboard motor on the market
- The equivalent of a 6 HP motor
- Up to 110 hours of operation
- Optional solar panel includes an energy management system and 12 V plug

Harold Ericksen

The Reel Deal

TEXT AND PHOTOS: KARINE HUSSON

DON'T BE SURPRISED IF YOU EVER NOTICE THE MOUTHWATERING AROMA OF BACON AND EGGS DRIFTING ACROSS THE WATER WHILE YOU'RE IN THE MIDDLE OF A LAKE SOME BEAUTIFUL MORNING. IT PROBABLY MEANS HAROLD ERICKSEN AND HIS BOAT ARE NEARBY!

For this dedicated angler there is no greater pleasure than being on the water, no matter how early in the morning. And it's even better when Mireille — his lifetime partner and fishing buddy of 30 years — comes along. “We love having breakfast on our boat. The smell of the coffee is so nice, it makes the other boaters jealous!” she says.

Of course their boat — a Hudson DLX WS with twin console, windshield, and custom top — is perfect for these dedicated anglers. “We always have a great time, even on cold, wet days. When we invite friends out, we never cancel for rain!” says Harold, adding “At first, I wasn't sure about getting a windshield, but now I can't imagine my boat without it.”

Harold is a big guy with an even bigger appetite for fishing. In fact Mireille (though she loves being out on the water herself) often has a hard time keeping his feet on shore. “I remember one time when I'd arranged to have the kids come over for his birthday dinner and I still had a heck of time convincing him to stay home,” she says.

“He only agreed when I promised we'd go fishing the next day!”

Which they did. They even brought along their 2-year-old grandson Louka. The little guy had hours of fun stretched out in front of the livewell, tracking the movements of the lake trout inside with his finger. It was one of the many magical moments the family has shared on the water. “I was pregnant when we bought our first Princecraft in 1977,” says Mireille. “We've never owned any other brand of boat. They're safe, they're comfortable, and they're made right here in Quebec!”

Harold has a way with words, and he speaks with the kind of frankness and sincerity you'd expect in a fellow his size. Whether he's winning a tournament, organizing one for his colleagues, or just fishing for fun, Harold Ericksen is a passionate angler who's always ready to share his tips, experience — and maybe even his shore lunch — with those lucky enough to cross his path.



“We've never owned any other brand of boat. They're safe, they're comfortable, and they're made right here in Quebec!”

3 *questions*

FOR ANGELO VIOLA

“Over the last 30 years, I’ve had the good fortune to fish some of the most beautiful places in the world.”

1. What is your favorite fishing memory!

“Impressive black marlin on Costa Rica’s Pacific coast, large peacock bass in the Amazon River in Brazil, mako sharks along Australia’s Great Barrier Reef, gigantic northern bluefin tuna in the waters of Nova Scotia...

I could go on and on about all these memorable experiences! But if I had to choose just one special moment, I think it would be the first time I encountered a rainbow trout.

I was 12 at the time, and I had developed a bad habit: skipping school. I would spend my afternoons on the banks of Wilmot Creek near Lake Ontario. Until then, the only fish I’d seen — and sometimes caught — were common species like white sucker, creek chub, or brown trout. Nothing really impressive.

But that day, I spotted an enormous rainbow trout swimming past — wow! It was a game-changer.”

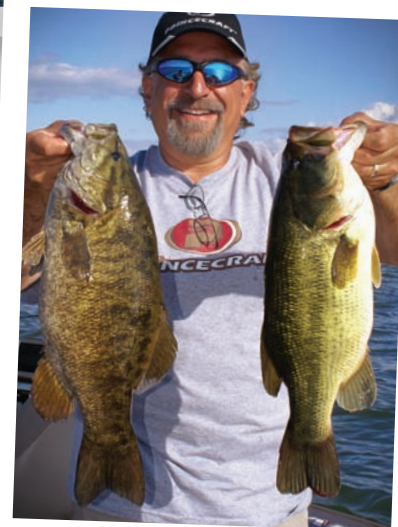
2. Is there a place in the world where you would dream to go fishing some day?

“Any place that offers me an opportunity to hook up to a fish, experience another wonderful day in the outdoors and share it all with a good friend, has the potential to be in my dreams...”

3. Is there a person, dead or alive, whom you would really like to go fishing with?

“Wow, great question... I suppose I could come up with some famous people both past and present or some high profile sports personality to share a fishing day with. But the truth of the matter is that I’ve been fortunate enough to have already fished with some pretty important people: the greatest hockey star of all time, Bobby Orr, and the legendary and most famous fisherman on the planet, Roland Martin, are just two on a long list of personalities that I have shared a boat with.

But today, if I was given that choice “for real” there would only be one person on that list: my dear dad who passed away several years ago. Even though we had lots of great moments fishing together, I have a real empty spot in my soul for his company. He taught me the true value of a good day fishing and how important it is to take advantage of those special moments in the outdoors to establish bonds and strengthen relationships with friends and family. I would love the opportunity to share some of those special moments with him again and thank him for the patience and understanding he had in teaching me the virtues and benefits of a good day on the water. Thanks Dad.”



Angelo Viola, a world-renowned fisherman and adventure program producer for over 30 years, is a host of the popular show Fish’n Canada. He has also been a member of the Princecraft pro-staff community for many years.

Get a taste of this!

NORMAN'S BBQ CHIP WALLEYE



BY NORMAN BYRNS

Filet the day's best catch.

Crush some BBQ chips to make a crumb mix. (If the fishing wasn't so good, this is a great stress reliever.)

Dip the walleye filets in beaten egg, then roll them in the crumbs.

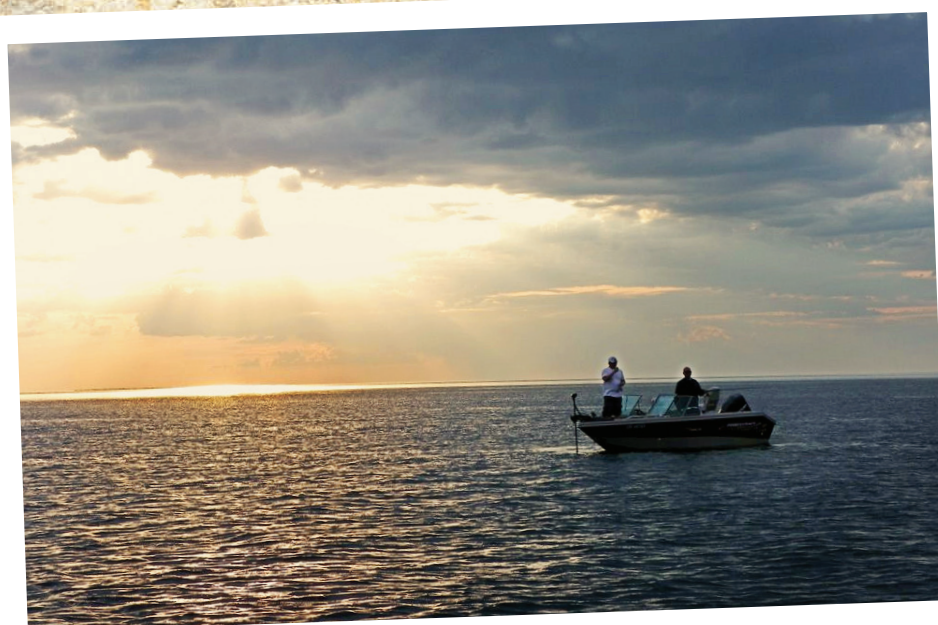
Heat the olive oil in a large pan and cook the filets, about 3 minutes per side.

Bon appétit !

Photo Contest

Become the Princecraft Star

With all the great photos we received, jury members had a hard time choosing, but here are their final selections.



GRAND PRIZE WINNER 2010

Jason Gadoury
"In fishing heaven aboard
our Super Pro 186"

Mr. Gadoury
won a \$500
Rapala package.

Rapala®

FINALISTS

Dough Cheeks
"Two generations, the same
Princecraft quality"

George Powell
"Fishing aboard our Princecraft
on a misty morning"



A Princecraft Tattoo

TEXT AND PHOTOS : KARINE HUSSON

PIERRE LAFRANCE HAS PRINCECRAFT UNDER HIS SKIN — LITERALLY! HAVE A LOOK AT HIS RIGHT SHOULDER AND YOU'LL SEE HE PROUDLY SPORTS A FULL COLOR PRINCECRAFT LOGO.

“I’m a Princecraft man 24/7. These boats are the best, and I’m proud to say it,” he boasts. In 2007, he achieved his dream of buying his own Princecraft.

True love and true logic!

Karine Gagné, Pierre’s other half, shares this adventure. They chose their Starfish DLX SC together, down to the smallest detail, to celebrate Pierre’s 40th birthday. He had his mind set on a Princecraft, but Karine wanted to look at all the options. “At first, I thought a Princecraft would be more expensive. But if you compare apples with apples, it really is the best choice: safe, reliable, comfortable, fun to drive, and well equipped for fishing. Plus, Princecraft makes the best looking boats!”

Weight was another major consideration. When they bought the boat, the Lévis residents had a compact car with only a 2.2 liter engine. “We’ve been to a lot of places in Quebec and we’ve never had a problem hauling our boat or pulling it out of the water,” says Pierre. “Plus, it costs less in gas, on the water and off.”

A dream that goes way back

When asked about where he got his love of Princecraft, Pierre thinks for a few moments before naming professional angler and Princecraft spokesperson Réal Larose. “I think that’s what first drew me to these boats. He’s an inspiration, and I’ve been a fan of his for a long time.”

Pierre and Karine haven’t had the chance to go fishing with Réal Larose yet, but in the meantime, they fish the Richelieu River, Lac Saint-Pierre, and Grand Lac Jacques-Cartier as well as the St. Lawrence, which is only minutes from their doorstep. “This year, we were the first to buy a pass for the La Chaudière marina. Our boat was on the water on May 1. It was a cold day, but it got us off to a good start for the beautiful summer ahead!”



Ready, set, fish!

.....

MAY THE BEST ANGLER WIN

ENJOY A GOOD CHALLENGE? Come explore the fascinating world of fishing tournaments. You'll improve your techniques, discover new fishing spots — and enjoy a chance to win big!

TEXT AND PHOTOS: KARINE HUSSON



Pro-Bass Canada general director and tournament official Garry Welch waits for sunrise to sound the start signal.

Every year, Princecraft is involved in a number of tournaments across the country, including those organized by Pro-Bass Canada. In 2010, this hard-working organization based in Montérégie launched a new series called Pro 115 Max, opened exclusively to boats with motors that are 115 hp and under.

“We wanted to make sport fishing more accessible by offering an alternative to anglers with less competition experience or with smaller boats than the ones used in our Elite series,” said Garry Welch, General Director of Pro-Bass Canada. It worked! “The first year was even more successful than we’d hoped,” exclaimed Princecraft representative Claude Leroux, who attended the two-day classic on Lake Memphrémagog last September. The Grand Prize was a Holiday DLX SC with fish/depth finder, trolling motor, cover, and trailer — a \$23,500 value!



The Grand Prize winners, Jean-Charles Goulet and Marc Pariseau, walked off with the first-place prize valued at \$23,500.

HERE ARE SOME

HIGHLIGHTS FROM THE TWO-DAY TOURNAMENT



Friday, 6 p.m.

Participants gather at the Centre nautique de Magog to meet, talk, and share a few laughs over a cup of coffee. Pro-Bass Canada head organizer Liette Laroché reads the rules and announces the start order. The atmosphere is intense, and everyone is looking forward to the following morning.



Saturday, 6:30 a.m.

They're off! As they make their way downriver to the lake, though, the teams have to stay behind the official's boat. With the first rays of sunlight piercing the morning mist, the long procession of boats snakes its way past a surprised great blue heron, who's gotten a head start on the fishing. Once they reach the white buoy, it's time to crank the throttle! As the teams head to their preselected fishing spots, their boats fan out over the immense lake, which stretches all the way to Vermont. In fact, thanks to permits issued by the organization, competitors are free to fish for largemouth bass in American waters.

Saturday, noon

The sun is now high in the sky. The air is crisp, and the colors are dazzling. It's one of those fantastic days where you feel truly lucky to be on the water. Best of all, the fish are biting! A few teams even have five fish in their livewells. Their goal now is to increase the total weight of their catch for the day. But careful — no more than five fish in the boat at a time! The official has his eyes peeled.

Saturday, 3:30 p.m.

After nine hours on the water, it's time to head back to terra firma for the weigh-in. One after the other, the teams turn over their catches to Arthur Maigar for weighing. All eyes are on the digital screen to see who'll take the top spot on this first day of the competition, not to mention the "lunker" prizes — two generous checks for the two biggest fish of the day.



Saturday, 6 a.m.

The stars are still out when the first boat heads down the boat launch and onto the water. The sun may rise a bit later in September, but the competitors are wide awake and eager to get their lines in the water.

Saturday, 6 p.m.

Everybody meets for dinner at a local restaurant. Participants share tricks and compare techniques and favorite lures. We don't go to bed too late, because the alarm clock will be ringing pretty early!

Sunday morning, 6:30 a.m.

The start signal sounds again. Except that today, the wind has picked up, so it looks like we're in for a different kind of fishing day. But the enthusiasm of the participants hasn't wavered. They'll just turn up their collars and slip on some gloves. Some have even traded their caps for tuques.



Sunday, 11 a.m.

Battling three-foot waves, the anglers must work hard to find good catches. But despite what the spectators on the shore think, true fishing buffs love this kind of challenge! And those who have a Princecraft boat are pleased with their choice. Take Nicholas Naccarata, for example: "My Hudson is very stable. In today's more difficult conditions, it's one of the best boats you can have." He and his teammate Matthew Kovacic will finish fourth.



Sunday, 3:30 p.m.

There's no going back now! It's time to go to the scale and compile the results for both days. As the scores are added up, the leaders take a seat in the Grand Prize boat — the gleaming Holiday DLX SC standing beside the stage — until a new team bumps them out. The suspense continues until the very end. With a total weight of 32.82 pounds for both days, Marc Pariseau and Jean-Charles Goulet end up the winners. "This series gives everybody an opportunity to participate in tournaments. Go for it — and bring your kids fishing. It's a great experience!" exclaims Jean-Charles, visibly tired but proud of his victory.

Sunday, 4 p.m.

Nobody is left out, as there are prizes for every position. With big smiles, Guillaume Bégin and Frédéric Labonté pick up their \$250 surprise prize, awarded to the team whose catch is the lowest in weight! The two friends were delighted with their first competition experience. "I've been following the Pro-Bass Canada Elite series for some time, but I didn't want to buy a big boat. When the 115 series was launched, I thought it was perfect for us!" says Frédéric. To which his teammate added, "It was harder than we thought, but during the tournament, the other teams gave us tips and helped us. Plus, we got to travel!"

Tempted by the experience?

Visit probasscanada.com.

You can also view the complete list of tournaments that Princecraft is associated with under "News and Events" at princecraft.com.



points to check before you buy

Thinking of buying a fishing boat? Whether it's your first small craft or a replacement for the one you already have, be sure to check the following points before you pull out your wallet. **You'll enjoy greater peace of mind!**

1. WHAT IS THE BOAT YOU'RE LOOKING AT MADE OF? Ideally you should opt for aluminum H36, the strongest and most durable alloy available on the market. In addition to maximizing the lifetime of your boat, you'll avoid getting into trouble in the middle of an outing!

2. HOW IS THE HULL ASSEMBLED? Independent tests have shown that riveted hulls are the most reliable. For improved durability, be sure that the rivets are doubled up where the bottom meets the sides and the transom.

3. EXAMINE THE FINISH. To protect the value of your investment, the hull and side panels must be perfectly straight and smooth and the wiring should not be visible.

4. IF YOU'RE INTERESTED IN A LONGER MODEL (17.5 FT. OR MORE), LOOK FOR A DOUBLE-REVERSE CHINE HULL. This innovative design increases lift, reduces resistance, and prevents transversal instability. It will help ensure you're not disappointed with your boat's performance and make your outings more pleasant and safe for all occupants.

5. IN TERMS OF SAFETY, PAY PARTICULAR ATTENTION TO THE DESIGN. Ensure the boat has a deep V-shaped hull and sides that are high (so you can stay dry!). To keep young passengers safe, look for booster seats with a lower position. Folding seats should always be equipped with no-pinch hinges. These precautions will help prevent unfortunate accidents!

6. CONSIDER THE BOAT'S FUEL CONSUMPTION. A good thing to look for is a wide bottom, which ensures a fast start and more speed while requiring less power.

7. WHICH OPTIONS ARE AVAILABLE TO MAKE YOUR FISHING BOAT MORE VERSATILE? Remember that your needs and those of your family may change over time. A swim platform, ski tow bar, or sleeper seats are just some of the options that can transform your boat and keep you satisfied for many years.

8. FINALLY, READ THE WARRANTY CAREFULLY. To protect your investment, make sure it covers EVERYTHING, from hull to canvas!