

# PRINCECRAFT

DOMINATE THE WATERS

2013 ALUMINUM FISHING BOATS

NEW 2013  
MODELS

PRINCECRAFT IN  
MEXICO



WATER  
TIPS

Go  
**WEST**

**EXPERT TIPS**  
FOR FABULOUS FISHING



By way of introduction...

# A WAVE OF INNOVATIONS



> This year Princecraft is innovating more than ever, with new models, new configurations, and new equipment. Our 2013 lineup has to be seen to be believed!

I'm not talking change for change's sake. **At Princecraft, we innovate to improve.** To make it past our team, new ideas not only have to be smart, durable, and efficient, but useful too. Because when we innovate, you're the reason why. In fact, many of our ideas are inspired by feedback from people like you—our customers and dealers! Our R&D efforts go into creating ever more functional boats that are perfectly designed to do what you want them to, now and for many years to come.

## ***DOMINATE THE WATERS***

There's another advantage of Princecraft boats: **They're built right here in Canada** by experts who know just what kind of challenging marine and weather conditions your boat's likely to face. The result? Princecraft boats can handle whatever you throw at them, wherever you go.

With Princecraft, you get reliability, durability, and safety you can depend on. And that makes all the difference once you're on the water!

**Donald Dubois,**  
President



**PRINCECRAFT**

[princecraft.com](http://princecraft.com)  
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### **President**

Donald Dubois

### **Marketing team**

Jean-Philippe Martin-Dubois  
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### **Creation and design**

absolu.ca

### **Research and writing**

Karine Husson

### **Photography**

Benoît Brühmüller  
Claude Denis  
Karine Husson

Visit our mobile Website



### **Get a copy**

of Pontoon and Deck Boats,  
our new magalogue.



# Summary



**05** Your Princecraft,  
**BUILT FOR  
BIG, ROUGH  
CANADIAN  
WATERS**



**14**  
**BACK <**  
TO  
THE **FUTURE**



New  
**2013  
models**

**19**

# PRINCECRAFT IN MEXICO



.....  
**SOME PEOPLE GO TO MEXICO FOR THE SUN AND BEACHES.  
OTHERS, LIKE SIMON GUAY, GO FOR THE FISH..**  
.....

Eight years ago, this fishing guide from Lévis packed up his gear, loaded his Princecraft on his trailer, and headed for Mexico, finally dropping anchor in La Barra de Navidad, a small village on the Pacific coast, north of Manzanillo.

“I chose this place for its sport fish, like marlin, swordfish, mahi-mahi, and tuna. And despite the distance, I’m glad I brought my boat. My Hudson DLX is much more stable than local boats because of its reverse chine hull. It’s also safer, and my clients appreciate its comfort. In rough seas, I know that La Mosca (fly in Spanish) is reliable!”

If you plan on visiting the Oxaca area, note that Simon also guides anglers between Puerto Escondido and Huatulco, on the Pacific coast, but 1,000 km farther south. **Info : [cemonaventure@hotmail.com](mailto:cemonaventure@hotmail.com)**



Your Princecraft,

# BUILT FOR BIG, ROUGH CANADIAN WATERS

The whole process happens under the same roof, so nothing falls through the cracks...

**Did you know that Princecraft boats are built entirely in Canada? Every day, over 200 Princecraft employees put their talents to work at our plant to design, build, and deliver boats perfectly adapted to the Canadian climate.**

The whole process happens under the same roof, so nothing falls through the cracks. As each boat takes shape, every detail is meticulously checked to ensure that everything's perfect at the end of the line. That's why Princecraft is the industry benchmark for precision and quality.

What's more, we've always done business with local suppliers—a practice that's here to stay! Because they're close by, they become full-fledged members of the team. We can combine our R&D efforts or literally

work side by side creating a new prototype. Fast, efficient sharing of information results in tangible improvements to your boat. And since our partners can make adjustments directly on the boats, the fit and finish are always impeccable.

The fact that our products are entirely manufactured in Canada also means they're designed by specialists who know the ins and outs of our climate. Your Princecraft is built to handle intense wind, waves, and cold and to be hauled over the roughest roads. Isn't it reassuring to know that it will never let you down? Reliability, durability, and safety—these are the hallmarks of boats built in Canada by Canadians. No other manufacturer can make that claim!

## Close to you, from coast to coast

Our representatives across Canada help us stay in tune with your wishes, needs, and local environment, and they pass on your comments and suggestions too! Visit your Princecraft dealer today and tell us what you think. It's the ideal place to knock on hulls, open compartments, test the seats for comfort—and ask all your questions! You can also contact us at [princecraft.com](http://princecraft.com) or via our Facebook page.

Tell us about yourself, in person or online. Who knows, your comments might lead to our next innovation!

# GO WEST



ACCORDING TO COREY NAULT, FIVE-TIME WESTERN CANADIAN ANGLER OF THE YEAR, THESE 5 FISHING SPOTS REALLY WORTH THE TRIP.

“The choice is hard,  
there are so many amazing  
lakes and rivers here!”

- COREY NAULT

Member of the Princecraft Prostaff Team, Corey Nault is five-time Western Canadian Angler of the Year. He's also the captain of Canada's National Ice Fishing Team, co-owner of Barry Jay's Marine in Edmonton—and a former rodeo cowboy!

## Calling Lake Alberta

Corey Nault's favorite spot, Calling Lake, is 200 km north east of Edmonton. The 140 km<sup>2</sup> lake, whose original Cree name refers to the noise the ice makes when freezing and thawing, is home to some veritable giants. “At Calling Lake, the walleye average is 5 to 8 pounds and large pike can hit 20 pounds.” The area also harbors waterfowl, white pelican, and great blue heron, which can be observed in Calling Lake National Park to the south.



Walleye - northern pike - yellow perch



Bald Head Eagles too are fishing in Cold Lake!

## Cold Lake Alberta/Saskatchewan

If you come here to fish, make sure you bring plenty of line. Because not only is this cross-border lake big, it's also deep, up to a 100 m in some places. "The size and diversity of this lake's fishery is what makes it one of my favorites. It has around 24 known species of fish, including lake trout and monster pike. A little known secret: it has some of the largest walleye in Alberta." In fact, the Alberta size record for lake trout was set here in 1929, by a 23.9 kg specimen. To your fishing rods everyone! And don't forget your fishing license: both Alberta and Saskatchewan licenses are valid everywhere on the lake!



Lake trout - northern pike - walleye - sauger  
yellow perch - lake whitefish - cisco

"It's incredible how many fish there are here.  
You could easily catch a hundred a day!"

- COREY NAULT

## Lesser Slave Lake Alberta

"It's incredible how many fish there are here. You could easily catch a hundred a day!" Lesser Slave Lake is renowned as one of the best fishing locations in North America, especially for walleye. But don't worry, there's plenty for everyone. Lesser Slave Lake spans over 100 km of country before emptying into the Athabaska River (which in turn flows toward fabulous Jasper National Park, another must see!). And if your arms are tired from hauling in your catch, this bountiful lake has some beautiful beaches for a break on shore.



Walleye - northern pike - yellow perch  
Rocky Mountain whitefish - goldeye - Arctic grayling



Covering 1160 km<sup>2</sup>, Lesser Slave is the largest lake easily accessible by vehicle in Alberta.

## Tobin Lake

“The average size walleye is 10 to 12 pounds!”



Tourism Saskatchewan/Greg Huszar Photography

## Tobin Lake Nipawin/Saskatchewan

“This reservoir, formed in 1963 by the construction of a dam on the Saskatchewan River, is world renowned for its walleye and Northern pike fishery. The average size walleye is 10 to 12 pounds!” Do you have the competitive spirit? The Vanity Cup Walleye Tournament is held here every year. The prize? \$145,000 in cash! Events include the Family Fishing Derby, where the challenge is to catch one of the tagged northern pike released into the water by contest organizers in the spring, and the Fish for Freedom Ladies Tournament, for women only.



Walleye - sauger - northern pike - lake whitefish  
goldeye - yellow perch - lake sturgeon

## Babine Lake British Columbia

At over 150 km in length, Babine Lake is the longest natural lake in British Columbia. It lies in a valley created by numerous mountain ranges, about 175 km west of the city of Prince George. Its strange name dates back to the nineteenth century, when the west end of the lake was used as an entry point for canoes portaging to the Hudson's Bay Company trading post. “Babine”, meaning a large lip in French, was the name applied by voyageurs to a sub-tribe of the Carrier Indians, on account of their habit of wearing lip ornaments. Corey likes this location for the large variety of species you can fish, especially Gerrard rainbow, a genetically gargantuan strain of rainbow trout that averages 7 to 9 kg in weight. No wonder it's so huge, the monster eats salmon for dinner... which means you can also catch those in Babine Lake! From August to November, the streams and creeks connected to the lake are filled with salmon returning to spawn.



Rainbow trout - sockeye - chinook and coho salmon - lake whitefish

H36 aluminum:

# THE BEST OF THE BEST

To design the strongest, most durable hulls on the market, Princecraft uses only H36 aluminum, the best marine grade alloy in the business.

H36 is 25% stronger than the aluminum used by most other manufacturers. Why do they use inferior alloys? Because H36 is a real challenge to work with. It takes state-of-the-art equipment and state-of-the-art expertise to handle this very special alloy. Our team has been honing this expertise for nearly 60 years.

So it's no surprise that year in, year out, experts consider Princecraft hulls to be the strongest on the market. If you're hesitating between a Princecraft and another brand of boat, knock on the hull. You'll notice the difference right away.



## H36, the best marine grade alloy in the business.

- ▶ It's 25% stronger than the alloy used by most other manufacturers
- ▶ It's much more resistant to bumps and dents
- ▶ It maintains your boat's performance
- ▶ It helps keep Princecraft resale value high

Princecraft hulls also have a double thickness of H36 aluminum over 50% of their surface area. Some sections even have a triple layer. This special construction provides outstanding impact resistance while preserving the hull's elasticity. No other manufacturer can say as much.

# WHAT DO PRINCECRAFT, AIRBUS, AND BOEING HAVE IN COMMON?



**Answer:** they use rivets instead of welds to assemble their craft. Riveting is not only used in the aeronautic industry but for high speed trains as well. The reason is simple: to weld aluminum you have to heat it, which changes its mechanical properties and weakens it.

Riveting is a much better solution because it doesn't alter the aluminum. It also makes the boat more flexible and able to absorb bumps without breaking. And it's completely water tight!

It took 2 million rivets  
to build the Eiffel Tower.

# TERRIFIC TRAILERS

Princecraft is the king of the trailer world because each model of boat comes with its very own trailer. Since the trailer is custom designed for your boat, it supports it at all the strategic points, thus preventing warping during towing.

Each Princecraft trailer is also built to handle the biggest motor the boat can take, even when the gas tank is full. That explains the double axles on some models and the wheels of varying diameters (13, 14 or 15 in) to prevent overheating during the trip. In addition, all trailers leaving our workshops are equipped with radial tires to ensure the safety of both you and your boat.

New for  
2013

## SMOOTH ROLLING!

Princecraft trailers feature a major innovation in 2013: a sealed bearing that needs no maintenance for 10 years!

This ingenious system was developed in collaboration with REMEQ, a specialized trailer manufacturer and one of Princecraft's earliest partners. It combines the advantages of grease and oil to create an ultra high performance lubricant. At room temperature, its viscosity is similar to that of grease. But as the bearings heat up, the lubricant becomes more fluid coating the bearings better to more effectively reduce friction and dissipate the heat generated during towing.

Each bearing is encased in a completely sealed, airtight, leak-proof, pressurized chamber. Nothing gets in and nothing gets out—which means there's no need for greasing. So forget inspections, maintenance, and repairs and let the good times roll!



# EXPERT TIPS

## FOR FABULOUS FISHING

**“Almost every bass angler loves to throw Spinnerbaits.** They’re easy to use and very effective. When the fish are active they smash them. However, when the fish slow down, their striking accuracy often times suffers as well. They hit the blades, swipe at the lure to injure it and all kinds of weird things, but the bottom line is they often miss it! Now I know you’re thinking my “trick” is to add a trailer hook and you’re right—but I like to take it a step further.

“This is an open water trick. If you are using a single trailer hook, then turn the hook upside down opposite the main Spinnerbait hook. That often hooks the ‘swipers.’ The other trick is to use a treble trailer hook. These are manufactured with a larger eye to allow the trailer to go over the barb of the main hook. I especially like this setup on smallmouth. Four hook points vs. one—it’s a no-brainer.

One more trick for my trick, I put my trailer hooks on first, then put the rubber hook stopper on after allowing the trailer hook to swing freely. Good luck!



**“When fish cruise near the surface they are usually very wary.** This is where planer boards really shine! With a planer board on each side of the boat, you can cover a large area much faster. Planer boards are designed to keep the lures away from the noisy area created by the outboard and boat turbulence. This technique will greatly increase the range of your presentations. Shallow areas, previously inaccessible by trolling, are now easily covered.

“This specialized technique is really quite neat. It lets you run an assortment of lures at different distances. Planer boarding is more productive when water temperatures are on the cool side—prime time for trophy fish wary of any unusual noises. Drop the boards so that water friction gives them stable tracking. Once the boards have reached their silent running zone, it’s time set up the rods. Clip your line to a sliding release then let it slide near the board. Planer boards are also used for deeper presentations with deep diving crankbaits and drop weights. Anytime you’re faced with conditions that require the utmost stealth, it’s the right time to get out the planer boards!”



PETE BOWMAN  
Fish’n Canada

RAY CARIGNAN  
Outdoor Passion

WOULDN'T IT BE GREAT TO HAVE A MAGIC FORMULA, TECHNIQUE OR LURE THAT GUARANTEE A GOOD CATCH EVERY TIME? WELL, WHILE YOU'RE WAITING FOR THAT MIRACLE TO HAPPEN, HERE ARE FOUR EXPERT TIPS YOU'LL WANT TO TRY!

**"It was once said by Albert Einstein once said that insanity could be defined** as doing the same thing over and over in hopes of achieving different results. Doesn't that remind you of the way we continuously return to the same fishing spots, even though we often have little to show for our efforts. 'I guess they're not biting today' is the answer we have heard and probably used too many times ourselves.

"Now we often come about this dilemma honestly in that we may have stumbled across a giant fish there once before, but never again or so it seems. Fish are creatures of habit and will often occupy certain habitats for distinct reasons. More importantly, all fish are opportunistic, which means that when they're feeding, they'll usually eat what is most abundant. Before you call it quits because 'they're not biting today,' try a few different lures at a variety of depths. Perhaps the monster fish that you released a year ago on this very same spot is now feeding on the bottom taking advantage of a huge crayfish hatch, which is different from last year when he was feeding on schools of perch. So rather than repeating an action with negative results by fishing the same depth and the same structure with the same lure, change it up a little and you might find out that 'he is biting today!'"



PAUL SHIBATA  
Renegade Bass



**"Here's a little idea you've probably never heard of** but that I'm really excited to share with you. In my opinion fishing with live bait in the very near future is going to become very difficult.

"Transportation of bait from lake to lake or district to district is already being strictly regulated. My solution is simple. Marinate soft plastics in the juices and scent of local live bait! Sounds impossible right? Wrong! I picked up a device the other day that makes it very simple. It's the GameSaver from a company called FoodSaver. This unit is a vacuum sealer designed to keep your meats and fish from getting freezer burn, but it also comes with an attachment that marinates meats in 8 seconds.

"What I do is take soft plastic baits like Senkos, plastic jerkbaits, and so on, and add them to the marinating attachment of the GameSaver with, let's say, a minnow mixture. That's when the magic kicks in. Eight seconds later my soft plastics are "infused" with essence of minnow—or night crawler, crawfish, leech or whatever you choose. To my knowledge, this is something you just couldn't do this fast and efficiently until now!

"As an added bonus, you can marinate at home in the kitchen or do your marinating to the field with the 12 volt adaptor, setting up a workbench on the tailgate of your truck or even right in your Princecraft!"

ANGELO VIOLA  
Fish'n Canada



# BACK < TO THE FUTURE

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Princecraft boats have long been known for their flare. Their European styling made them boat show darlings in the 1980s. And like today, they weren't just popular for their looks, but also for their

impeccable finish, high quality materials, smart design, reliability, and tremendous durability. This photo shows a 1989 model (Super Pro 196 SE) side by side with its 2013 version (Platinum SE 186).

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"Even though my boat is almost 25 years old, it's still in perfect condition," says Bertrand Fortier, its new owner. "When I saw the ad, I leapt at the opportunity and went to see the boat in Ontario. When I got there, I was amazed. As they say, quality lasts!"

# Tips from THE PROS

You've probably seen them on TV, in magazines, or on the Internet. They may have shaken hands with you at a boat show or guided you on a fishing expedition. These experienced anglers are all members of the Princecraft Prostaff Team. They're all keen fishermen who spend most of their time on the water and have the opportunity to chat with hundreds of anglers and pleasure boaters each year. Their comments and suggestions are very useful to us in our constant efforts to improve our boats. And when they all get together at the Princecraft factory, innovative ideas come fast and furious!



## Boats for fun

Camp Amy Molson gained a couple of new residents last summer: two brand new Jon boats, donated by Princecraft and the Rotary Club in Hawkesbury, Ontario. Thanks to this initiative, young campers can now learn about the rules of navigation while exploring the Ottawa River!

CAMP AMY MOLSON  
[www.campamymolson.com](http://www.campamymolson.com)



1



2



3

- 1) Garry Welch (Pro-Bass Canada), Daniel Robitaille, and Kenny Byrns (Bonne Pêche and Bonne Chasse TV host) discuss the advantages of riveting and the superior qualities of H36 aluminum with Princecraft marketing director Jean-Philippe Martin-Dubois.
- 2) When braving 6 to 8 foot waves with his camera crew, Ray Carignan (Outdoor Passion) appreciates the maneuverability and reliability of his Platinum SE 186.
- 3) Garry Welch and Norman Byrns (Bonne Pêche and Bonne Chasse TV host) talk about the importance of motor well size with Jacques Daneault, vice president of production at Princecraft.

# Take to the water in **complete safety**

DESPITE ITS NAME, PLEASURE BOATING CAN SOMETIMES TURN TO TRAGEDY. BOATING ACCIDENTS CAUSE NEARLY 180 DEATHS AND NUMEROUS SERIOUS INJURIES EVERY YEAR IN CANADA. FOR A SAFE TRIP, YOU NEED TO BE WELL EQUIPPED AND WELL PREPARED.

## SOME WORRISOME FIGURES

In **90%** of boating accidents resulting in death, the victims were not wearing a PFD.

One in five victims drowns less than **50** meters from shore. With a PFD, they could have swum to shore.

**95%** of boating accident victims are men and at least 20% had consumed alcohol.

Sources: Canadian Red Cross, Transport Canada, and the Québec Boating Council



Denis Vallée,  
National Boating  
Safety School

“Most people are surprised when they see the list of mandatory safety equipment,” observes Denis Vallée, president of the National Boating Safety School. “But there’s no compromising on safety. This gear can save lives!”

For example, every passenger must have a Canadian-approved personal flotation device (PFD) of an appropriate size. It’s better to check before you cast off, too, because the law stipulates a \$200 fine for every missing PFD. Here are some other important items:

- A **whistle** attached to each PFD. In case of emergency, you need to make yourself heard, especially if you fall in the water.
- An **electric or compressed gas horn** to make yourself heard over a greater distance.
- **Distress flares**, depending on the size of the boat.
- **Oars**, in case your motor breaks down.
- A **floating rope** in good condition – used exclusively as safety equipment in case someone falls overboard.
- A waterproof **flash light** (and batteries!).
- A **bailer**, attached to the boat so it can’t be lost over the side.
- A **fire extinguisher** (several if there is a BBQ on board).
- An **axe**, to cut cables or knock out partitions to get at a fire.
- **Navigation lights**, mandatory if you travel between dusk and dawn or in foggy conditions.
- A **radar reflector**, often the only way big ships can detect you.
- Other equipment, depending on the type of boat.

For a complete list of mandatory equipment go to [www.tc.gc.ca](http://www.tc.gc.ca)

# Papers please!

Did you know that you need a proof of competency such as a pleasure craft operator card to drive a boat fitted with a motor? This regulation applies to all waterbodies in Canada, regardless of boat and motor size, and even if the motor is electric.

Getting your card is simple. First you take a three-hour in-class or online course available throughout Canada. Then you pass a test to obtain the card. Spending one evening of your time to save lives is well worth it, wouldn't you say?

Experienced boater Denis Vallée is president of the National Boating Safety School, one of the first schools to be certified by Transport Canada when the program was introduced in 1999.

We don't let anyone get behind the wheel without knowing the Highway Safety Code, why would we let them get on the water without learning basic boating rules? Education and training are the best ways to make our waterbodies safer for everyone.

For more information about the pleasure craft operator card go to [www.tc.gc.ca](http://www.tc.gc.ca)  
National Boating Safety School  
[www.safeboatingcourse.ca](http://www.safeboatingcourse.ca)

**FOR US  
REGULATIONS,**

please refer to the  
following Website:  
[www.nasbla.org](http://www.nasbla.org)

## ARE PRINCECRAFT BOATS SAFE?

*"Absolutely. They are good, strong, safe boats. Since they're wide, they're very stable. And they come fully equipped."*

Denis Vallée, National Boating Safety School



NATIONAL BOATING  
SAFETY SCHOOL  
[www.safeboatingcourse.ca](http://www.safeboatingcourse.ca)

PRINCECRAFT

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# TOP 3

## DANGEROUS BEHAVIORS

- 1 EXCESSIVE SPEED
- 2 DRIVING UNDER THE INFLUENCE OF ALCOHOL
- 3 BOATS THAT ARE OVERLOADED OR IN BAD CONDITION  
(that leak “just a bit,” for example)

## True or false?

- a) Driving a motor boat without a pleasure craft operator card can lead to a \$250 fine.
- b) The pleasure craft operator card is valid for life.
- c) Impaired driving is tolerated more on the water than on the road.
- d) A damaged PFD can be repaired.
- e) You can make your own bailer.
- f) A boat must have room for at least two people to tow a skier.
- g) Carbon monoxide (CO) can kill a swimmer within a few minutes.
- h) Any kind of whistle can be used in emergencies.

a) True. Administrative fees are extra.  
 b) True. It is also valid in the U.S.  
 c) False. The Criminal Code of Canada applies on the water as well.  
 d) False. The PFD would no longer be certified.  
 e) True. Just cut off the end and one side of a bleach container and screw the cap on tightly.  
 f) False. There has to be room for at least three people, one for the driver, one for the watcher, and one for the skier.  
 g) True. It only takes a few minutes to be significantly affected by CO fumes and drown.  
 h) False. You need a pealss whistle because if the pea gets wet it can stick and stop the whistle from working.

### An explosive cocktail

Sun, wind, and the motion of the boat tend to dull your senses, a condition aggravated by alcohol consumption, which significantly slows hand-eye coordination.

### Weather alert

Before setting out, make a habit of checking the marine weather forecast. You can do this any time by tuning in to the Canadian Coast Guard’s VHF frequency or by consulting the Environment Canada Website.

VHF channels 21B and Wx 1,2,3 - Website: [www.weatheroffice.gc.ca](http://www.weatheroffice.gc.ca)

### Summer hypothermia

A third of deaths by drowning during boating activities are caused by cold water. Even in July, immersion in the waters of the Gulf of St. Lawrence can lead to a total loss of dexterity in less than five minutes. You risk dying from hypothermia within a mere 15 to 20 minutes.

Source: Transports Canada

### An ounce of prevention...

Over half the calls for assistance from pleasure boaters involve motor problems. In many cases, boaters simply run out of gas.