



PRINCECRAFT

DOMINATE THE WATERS



**2014
BOATS**

Journey
THROUGH TIME
/ p. 6

New Models
FOR 2014
/ p. 19

IN THE BEGINNING...

IT'S OUR 60TH ANNIVERSARY!



John Travolta, Oprah Winfrey, and Jackie Chan were all born in 1954—just like Princecraft! A lot of water has flowed under the bridge in 60 years, but Princecraft boats continue to take top honors for quality, durability, and performance. The key to this success is of course the superior quality of the materials we use—H36 aluminum, for example—but also the skill and commitment of employees averaging 25 years' with the company.

All our boats are made here in Canada. This allows us to provide personalized customer service. It also means we know what kind of waters you boat and fish on. Our boats are custom designed for local conditions, to ensure complete satisfaction. It's one of the things that have set Princecraft apart from the competition since the beginning, and we're very proud of that.

On behalf of the entire team, I would like to thank Princecraft boat owners, dealers and suppliers, as well as everyone who has contributed to Princecraft's success since 1954, the year RCA marketed the first color television (\$1,000 for a 13 in. screen!). As we look forward to years ahead, who knows what will be making headlines on our hundredth anniversary, in 2054!

Donald Dubois, President



Visit our Website

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Get a copy
of our new Pontoons and Deck
Boats magalogue.



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05



06



08



10



12



14



19

SOME HISTORIC NUMBERS

Princecraft has been making powerful, comfortable, easy-to-drive boats for 60 years. Our boats are designed and built in Canada to meet the needs of customers all across North America. Here are a few numbers that showcase 60 years of hard work and dedication.



> EXPO 67

Princecraft bought the Ontario company Peterborough Boats in the 1960s and considerably expanded its product line. In addition to aluminum, wood, and fiberglass boats, Princecraft made children's strollers, and even the excursion boats for Expo 67!

> 23 MILLION KM

That's how far our trucks have traveled to deliver Princecraft boats to our dealers and customers. Rather than contracting out deliveries, we use our own drivers, some of whom have been with us for over 30 years. That way we guarantee excellent service from start to finish.



> 60,000 TONS

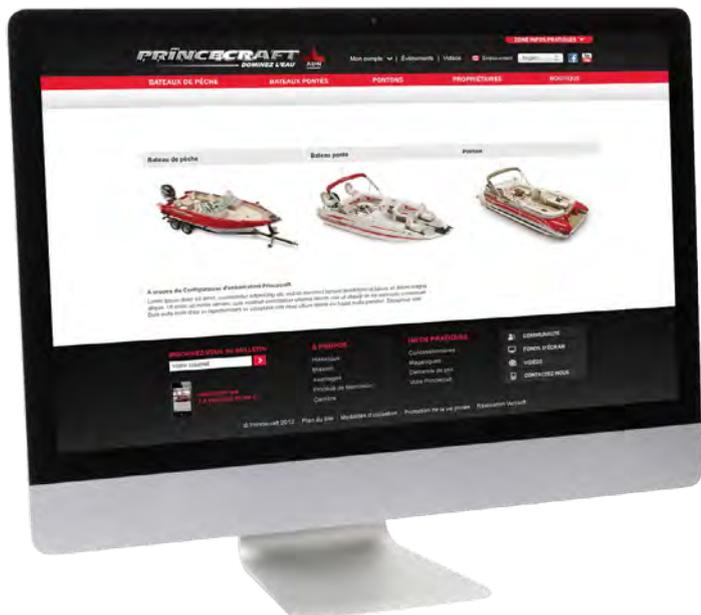
That's how much aluminum Princecraft has used since its inception in 1954—the equivalent of 10,000 elephants!

> 280 MILLION RIVETS

Just like airplanes and high speed trains, Princecraft boats are assembled by riveting. Why? Because riveting doesn't alter the metal. When parts are welded together, the heat modifies the mechanical properties of aluminum, making it less robust. Riveting makes the assembled boat more flexible so it can absorb bumps better without breaking—and it's completely watertight too!



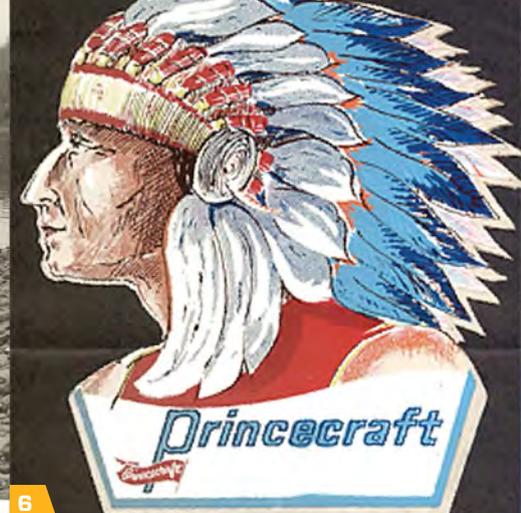
Build YOUR DREAM BOAT



It's Sunday morning. You have all the time in the world. Coffee in hand, you sit down in your favorite armchair, turn on your computer, and watch your dream boat gradually take shape before your very eyes!

With Princecraft's new interactive module, you'll be able to configure your boat online whenever it's convenient for you, comparing models and choosing your options, motor, colors, and more. You'll see what your boat will look like, and get instant pricing info and technical specs too. The site will even display the financing details!

Have fun building your boat at the beginning of 2014!
princecraft.com/build-your-boat



JOURNEY >> THROUGH TIME

In 1954, Aluminum Boats & Canoes, Princecraft's forerunner, was founded in Princeville, a small town in South Central Quebec, Canada where the company is still based. Today we have three plants employing more than 200 people. Here are some of our company's key milestones.

/ 1954 Lionel Baril and his brothers, Roger and Sarto, found Aluminum Boats & Canoes to manufacture Princecraft brand aluminum boats.

/ 1965 The company buys the Ontario manufacturer, Peterborough Boats, and expands its product line to include fiberglass and wooden boats. Princecraft boats are very innovative for the time and are sold across Canada and New England.

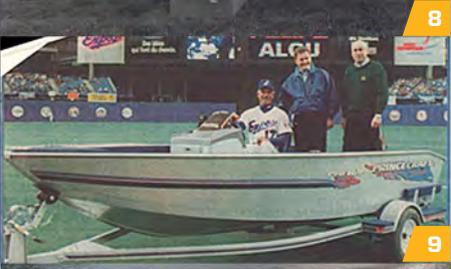
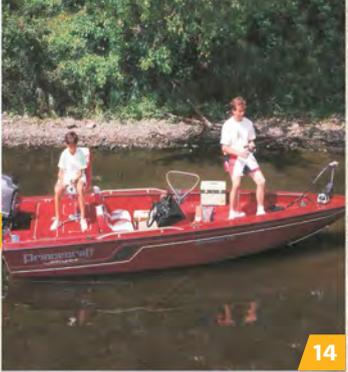
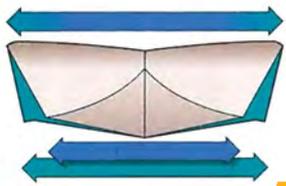
/ 1973 Alcan purchases the company and creates Alcan Marine Products, the biggest boat manufacturer in Canada. It produces three brands, Princecraft and Springbok aluminum boats and Peterborough fiberglass boats. Peterborough Boats is sold in 1982 when Alcan decides to specialize in aluminum boats. Over the years, Alcan Marine Products contributes tremendously to Princeville's economic growth as a number of upholstery, seat, tops, and trailer manufacturers set up shop there.

/ 1985 Alcan withdraws completely from the marine industry to specialize in primary aluminum production. General manager Marcel J. Dubois and production manager Jacques Daneault purchase the company, and Altra Marine Products is born.

/ 1986 The two visionary partners take a gamble on a completely revamped hull design—the square chine—a revolution in the aluminum boat industry. The deeper hull and wider transom are designed to handle bigger motors and improve aerodynamics and stability. Sales soar as soon as the new hull is launched. The company's bet pays off and a new generation of boats is born. In the same year, Altra Marine Products diversifies its operations by launching a line of pontoons.

/ 1989 Far from sitting on its laurels, the R&D team creates the innovative Corsica, a new, European-style design featuring an angled hull that streamlines the boat and improves performance. The Corsica's sleek lines are a hit at boat shows and sales take off.

/ 1990 Princecraft is bought by the U.S. giant, Outboard Marine Corporation (OMC), and keeps on growing.



/1. The sign over the door of the first premises in 1954. **/2.** First boat tests on Lake William in Saint-Ferdinand. Princecraft still tests all its boats there. **/3.** Up until the 1990s, Princecraft built canoes renowned for their strength and durability. **/4.** Magazine ad for the Yukon, still one of the most popular models today. **/5.** In 1986, the square chine hull revolutionizes the industry. **/6.** The famous logo that appeared on all Princecraft canoes. **/7.** With its European-style design, the Corsica is an immediate hit at boat shows. **/8.** Aluminum pontoons maintain their popularity in the 1990s. Here the rigid roof serves as a second deck. **/9.** Felipe Alou is a huge fishing fan. In 1995, to celebrate his title as the national baseball league's Manager of the Year, Princecraft general manager Marcel Dubois presents him with a Princecraft Pro 169 before an Expos game at the Montreal Olympic Stadium. **/10.** The deck boat, a perfect blend of boat and pontoon. **/11.** After revolutionizing the industry with the reverse chine, never before seen on an aluminum hull... **/12.** ...Princecraft innovates again with the double reverse chine. **/13.** The Yukon® DL BT, designed specially for electric motors, with its ingenious battery compartments. **/14.** The famous Super Pro 180, as displayed in the 1990 catalogue. The boy fishing off the back is now Princecraft's marketing director. **/15.** The current version of this fishing machine, the Super Pro 185 GL.



/ 1992 To keep pace with market trends and compete with fiberglass products, Princecraft develops the deck boat, a perfect hybrid between a boat and a pontoon. Princecraft aluminum deck boats have a V-shaped hull like a boat plus all the roominess and comfort of a pontoon. The best of both worlds!

/ 1994 The Princecraft/Springbok name is replaced by a single trademark—Princecraft.

/ 1995 Motors are becoming more and more powerful. To ensure the stability and maneuverability of its boats in all conditions, Princecraft invents the reverse chine hull and revolutionizes the industry.

/ 2000 The company is purchased by Brunswick Corporation, specializing in recreational products, and officially becomes Princecraft Boats.

/ 2002 Princecraft invents the double reverse chine hull. By keeping the hull in constant contact with the water, this innovation prevents the boat from rocking from side to side, providing improved comfort, safety, and performance.

/ 2004 Princecraft celebrates its 50th anniversary, with nearly 70 dealers in Canada and approximately 50 in the U.S.

/ 2011 Although electric motors are practical, they are often inconvenient because of the space batteries take up on the floor. To solve this problem, Princecraft introduces the Yukon® DL BT (the E in superscript indicates an electric model). The batteries slide into ingenious storage compartments that leave floor space free. Solar panels provide even greater autonomy, especially on lakes where gasoline motors are banned.

AND the innovations keep on coming—convertible and heated seats, the PrinceTrak system and the new Nanook model—as Princecraft continues bringing you the very best boats on the market!



GOT PHOTOS?

Share them on our Facebook page!

facebook.com/princecraft

For more information, videos, and photos, go to **princecraft.com/history**



CRAZY ABOUT FISHING, HUNTING **AND PRINCECRAFT**

"If I go three days without fishing, I start to get the shakes," says Karl-Érik Séguin with a laugh. This young financial entrepreneur is also an avid hunter. Just push open the door of his shed—it's duck decoy heaven! Indeed, he once spent 83 days hunting during the 90 day duck season.

A NEW TAKE ON BOXING DAY

Another example? Every year, Karl-Érik shovels and de-ices the boat ramp two streets away from his home in Varennes until December 26. He stays up with a few friends after the Christmas party and boards his Hudson at dawn to take advantage of the last day of the migratory bird season. "Sometimes we put the snowmobile in the utility boat and cross the ice to an island on the other side of the river. We land and travel four or five kilometers by snowmobile to quieter spots. We can also do some ice fishing. It's an extreme sport, but it's fun when you're properly equipped."

Karl-Érik, who often fishes in tournaments with Norman Byrns—host of the Bonne chasse and Bonne pêche shows—also has a trapping license. In fact, he paid for his studies by trapping beaver, fox, and mink. A Princecraft boat was his loyal companion throughout!



ANATOMY OF A BOAT COLLECTION

To satisfy his passion for hunting and fishing, Karl-Érik Séguin owns not two, not three, but four Princecraft boats! "My next house will have a bigger garage!" he promises. State-of-the-art, stable, and safe, each boat has a specific use. And each sees plenty of year-round action.



1 HUDSON DLX BT

"This is the boat I use the most. With a duck blind as a permanent fixture, it's like a floating island. My Hudson has a motor with a hydraulic handle so it doesn't take much effort to control a big motor. I like its tremendous stability and load capacity. Five of us can hunt on big bodies of water. Since I also use the boat in the winter, I installed a stainless steel propeller, which is very resistant to breakage if we hit some ice."



2 JON BOAT 1648

"With the flat bottom, I can enter marshes and shallow water. It's perfect for duck hunting, so I use it mainly in the fall. I also use it for fishing when the water is low in the summer and for trapping in wetlands."



3 YUKON 20

"I use my Yukon to cross the ice in the winter and fish on isolated lakes or where there's no boat ramp. It's a safe, light boat. Two people can lift it and put it in the water themselves. I also like the fact that it's very stable. It can easily handle big waves on large lakes and rivers and can comfortably seat three people without risk of tipping."



4 XPEDITION 200 WS

"This one is my fishing tournament boat. I compete in four or five tournaments a year. My Xpedition is powerful and fully equipped. It has an electric motor, sonar, the works. Plus it's safe and comfortable."



DOMINATE THE WATERS

UNMATCHED DESIGN



THE STRONGEST HULLS ON THE MARKET

To make the strongest, most durable hulls on the market, we use only H36 aluminum, the best marine-grade alloy in the industry.

5052-H36 alloy is harder to work with than lower quality alloys. It requires powerful, extremely precise equipment. Working with H36 also takes more skill and specialized expertise. Angles must be precisely rounded, for example. That's where Princecraft's extensive experience comes to the fore.

If you're hesitating between a Princecraft and another brand of boat, knock on the hull. You'll feel and hear the extra rigidity provided by the double thickness of H36 aluminum—a Princecraft exclusive that you'll appreciate if you hit an obstacle when on the water.

- > **25% STRONGER THAN THE ALLOY USED BY MOST OTHER MANUFACTURERS.**
- > **MORE RESISTANT TO BUMPS AND DENTS.**
- > **MAINTAINS YOUR BOAT'S PERFORMANCE.**
- > **HELPS KEEP PRINCECRAFT RESALE VALUES HIGH.**

THE GORE-TEX® OF BOAT FABRICS

Princecraft canvas tops and covers are made from Top Gun, the best fabric in the industry. Top Gun is a very tight polyester fiber weave with a high-performance polymeric coating on each side. Even when exposed to outdoor conditions or extreme temperatures, it doesn't harden, split, or peel.

The coating also makes the fabric more resistant to UV rays, mildew, and water while allowing it to breathe in order to evacuate moisture. Another advantage of this fabric, which is often compared to Gore-Tex, is its great tensile strength and resistance to tears. Your canvas tops and covers will remain in perfect condition for a long time to come so you can enjoy your boat no matter what the weather.



IN PERFECT CONTROL

The double reverse chine hull invented by Princecraft increases hull flotation while reducing water resistance. This provides numerous advantages:

- > It allows you to steer and control your boat's speed with ease.
- > Prevents unpleasant and dangerous chine walk that can lead to loss of control of the boat.
- > Enables the boat to plane easily, even when heavily loaded.
- > Keeps the boat's occupants dry.
- > Improves performance at any speed and in all conditions.

NEW FOR 2014



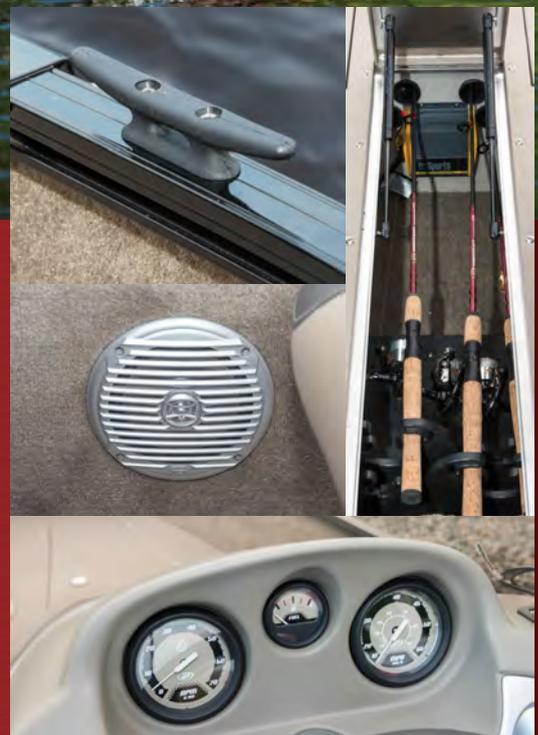
THE NEW NANOOK

IT'S AN ANGLER'S DREAM COME TRUE.

The new Nanook fishing boat is 16 ft., 6 in. long and comes in two versions—one with a side console, the other with a full windshield. The slightly wider hull provides greater stability on the waves and its central rod organizer is really handy. A true performer, this agile boat can be towed behind a small SUV.

Available at an affordable price, the Nanook is unbeatable! Look for it at your Princecraft dealer's today.

**FOR MORE INFORMATION ON THE
NEW NANOOK, SEE PAGE 52 OR
GO TO PRINCECRAFT.COM/**



EVERYTHING YOU NEED TO KNOW ABOUT INSURANCE

Insurance is often considered to be a necessary evil. But worry-free boating requires that you pay some attention to the subject. To get a clearer picture, we asked a few questions to Pierre Duchesne, a personal insurance analyst with La Capitale Financial Group.

Q Why is it important to insure my boat?

A Because boating involves risks and as a boat owner, you can be held liable for property damage or bodily injury resulting from the use of your boat. Your boat can also suffer damage itself if it hits a floating object or the motor catches on something. Or the boat may be stolen. These things happen, so it's important to protect your investment.

Q What are the basic types of coverage?

A First, civil liability. This will cover you if you are held liable for property damage or bodily injury resulting from the use of your boat, for example, if you damage someone else's boat in a marina or injure someone when driving your boat.

You should also insure your own boat for damages. Most specialized insurers offer all risk protection covering fire, theft, vandalism, collisions on the water and on the road, as well as damage caused by wind and lightning. Other insurers offer a more limited version, often covering only fire and theft.

A number of additional types of coverage can be included in your policy, such as wreck removal costs, death benefits and medical expenses, or an agreed value rider guaranteeing that the insurance payment will not be affected by depreciation (similar to replacement value), etc.

CAN I CANCEL MY INSURANCE DURING WINTER STORAGE?

Tempted to cancel your insurance when you store your boat? It's not necessarily a good idea, because most pleasure boat policies have seasonal premiums spread over the boating season. Canceling your insurance in the fall and taking out a new policy in the spring won't save you much money, and your boat won't be covered during the winter.

Q Does my home insurance cover my boat?

A Most home insurance policies include civil liability coverage for boats less than 26 ft. long with motors that don't exceed a certain limit (25 to 50 HP). If you always bring your boat back to the house, direct damages will also be covered, subject to the terms of your policy, but only up to a certain amount. If you buy a boat, contact your insurance agent to find out what the limits are. Depending on your needs, you can either add a rider to your home insurance policy or obtain a policy specially designed for your boat. If you store your boat in your garage and your house burns down, your boat may not be fully covered under your home insurance policy. Ask your insurer for more information.

Q If I travel to the United States, is my boat covered?

A Most specialized insurers limit the navigation area to between the 40th and 52nd parallel north latitude, i.e. from Philadelphia to the border between Quebec's North Shore and Labrador. What's more, you must remain within 100 miles (160 km) of the coast. If you plan to travel outside this area, contact your insurer to see if you can add a special rider. Always check the navigation area covered when you buy a new insurance policy. For example, some insurers do not include the port of New York.

Q What happens if my boat is stolen while it's out of the water?

A Many insurers require that you lock your trailer tongue using a special lock system. We're not talking about a simple padlock here, but a bolt that completely blocks the trailer tongue coupling. Some policies stipulate that theft is not covered if this device is not used. So don't hesitate to ask, and to get yourself properly equipped!

WHAT FACTORS AFFECT INSURANCE COSTS?

- / Category of boat
- / Value
- / Power of the motor(s)
- / Previous claims
- / Driver age
- / Driving experience
- / Boating courses taken
- / Navigation area

* This is not an exhaustive list, and each insurer will have its own additional criteria.



CONQUERING LAKE ONTARIO

While on land, chiropractor Jim Saclamacis treats his patients by ensuring their spine is perfectly aligned. But on the water, fish don't get the same treatment! Lake Ontario can become the arena for epic battles when a salmon refuses to get reeled in without a fight.

A couple of years ago, Dr Jim, as his patients affectionately nickname him, rented a boat in the Muskokas while spending time there with his family. It was a Princecraft. Its exceptionally easy handling, performance and comfort made quite an impression on him and he researched the brand the minute he set foot back in town. He went to the Toronto International Boat Show the following winter to see the boats and to meet with the Princecraft representatives. He bought his first boat then and there, a Platinum SE 207. Jim remembers, laughing: "We were actually torn between two models, but this particular one also had a toilet as well as a privacy enclosure... my wife made the final decision!" It was a good one as he must now admit these amenities are very practical to have with children on board.

A STRONG AND STURDY BOAT FIT FOR THE GREAT LAKES

Though Jim often explores other waters, his first love and favorite playground remains Lake Ontario. "People told me about fiberglass boats and bass boats, but these were definitely less adapted to my territory. My Princecraft is a much safer bet on the large body of water that is Lake Ontario where conditions can shift rapidly. It is more stable, the sides are higher... even in 2 meters waves I feel very safe on this boat."





“I WAS EXTREMELY SATISFIED WITH PRINCECRAFT CUSTOMER SERVICE. IT SHOWED ME THE LOYALTY PRINCECRAFT HAS TO ITS CUSTOMERS. MY FAMILY AND I ARE VERY PLEASED WITH OUR BOAT AND I AM HAPPY TO BELONG TO THE PRINCECRAFT FAMILY.”

DR JIM SACLAMACIS
MISSISSAUGA, ONTARIO



SPACIOUS AND COMFORTABLE

Size is another advantage of the Platinum SE 207. It allows for great freedom of movement while fishing, and is useful during family outings. “My daughter Aristea was just a couple of months old when we bought our boat. We would set up her pack’n’play on board, put the roof up for shade and let the waves gently rock her while we fished with her older brother, Demetrios. Total bliss!” As far as comfort goes, everybody wins. A second captain seat was added for Nikky, Jim’s wife. And the double reverse chine of the SE 207 prevents chine walk at high speeds, and reduces friction so the boat planes easily even when heavily loaded. Jim’s boat thus sails smoothly through waves keeping its passengers dry and their spine aligned and stress-free.

FISHING FEVER

“I went back to fishing about eight years ago, when my son was born. But I discovered the downrigger technique only after buying a Princecraft. I learned by watching other fishermen and talking with them, by reading about it and watching shows such as Fish’n Canada hosted by Angelo Viola. He also sails a Princecraft. I love it when the line unwinds in full speed. And what can I say about that sound: DIZZZZZZZ... It is a very exciting way of fishing and allows for big catches!”

Speaking of catching big fish, Jim participates in the Great Ontario Salmon Derby during the months of July and August. Every week, a car is won by whoever fishes the biggest salmon. For this stimulating challenge, Jim will be on the water, ready, as early as 5 am on his days off. “One day, I’ll catch that monster salmon, but every day I can jump into my Princecraft, hit the water and see the sun rising over Toronto’s skyscrapers. That’s what I love the most, being on the water. It’s a great place to think, to reflect on things...”



JIM’S SUGGESTION

To see the Toronto skyline in a new light, Jim suggests navigating its port. A permit must be issued by the port authorities to do so, but the experience is well worth it.

WWW.TORONTOPORT.COM



The washdown system is an accessory Jim really appreciates as it enables him to easily clean the boat after reeling in a big salmon!

WHY CHOOSE A PRINCECRAFT?

PRINCECRAFT BOATS HAVE LED THE INDUSTRY FOR QUALITY, DURABILITY, SAFETY, AND DRIVEABILITY FOR 60 YEARS.

HERE ARE EIGHT REASONS WHY PRINCECRAFT IS YOUR BEST CHOICE.

1 H36 ALUMINUM

Princecraft's 5052-H36 aluminum is the strongest and most durable aluminum alloy in the industry. It extends the life of your boat and increases its reliability in case of impact, saving you problems and protecting your investment. Plus H36's greater strength means it can bear higher loads. Only Princecraft has the expertise and specialized equipment to work with H36.

2 A RIVETED HULL

Riveted hulls are more reliable because riveting doesn't alter the mechanical properties of the metal (unlike the heat of welding, which weakens aluminum). Riveting makes the hull completely watertight and the boat more flexible so it can absorb bumps better without breaking. What's more, Princecraft doubles up the rivets along the seams on the hull bottom, sides, and transom, which increases its durability even more.

3 IMPECCABLE FINISHING

This is not just about the boat's appearance. To protect your investment, your boat's finishing must be perfect. For example, the hull and side panels must be completely smooth, and the wiring, invisible. At Princecraft, we pay attention to every detail.

4 DOUBLE REVERSE CHINE

If you're looking for a longer model (17.5 ft. or more), insist on a double reverse chine hull. This ingenious design, invented by Princecraft, increases flotation, reduces water resistance, and prevents chine walk. Everyone in the boat will be safer and more comfortable and you'll never be disappointed by your boat's performance.

5 ONBOARD SAFETY

A deep vee hull, sides high enough to prevent falls and protect against spray, lower seats for younger crew members, no-pinch hinges—these are just some of the features our safety-conscious R&D team has put in place so you can navigate worry free, alone or with friends and family.

6 FUEL EFFICIENCY

Lighter than fiberglass, aluminum is much more fuel efficient, both on the water and towed on a trailer. What's more, your Princecraft's wider bottom gives you fast starts and more speed, with less power. So you save gas every time you use it!

7 A HOST OF OPTIONS

Needs can change over time. That's why Princecraft offers a wide selection of options you can add to your boat, including swim platform, sleeper seat, ski tow bar, camper top, trailer cover, sonar, and more. Your boat will grow with you so you and your family can enjoy being on the water for many years to come.

8 FULL WARRANTY

To make sure your investment is protected, your warranty covers absolutely everything! From hull to roof, the Princecraft warranty is designed to ensure your peace of mind.

THE PRINCECRAFT APPROACH

- » **LISTEN** carefully to consumers
- » **MEET** their true needs
- » **USE** state-of-the-art technology
- » **INNOVATE** but never compromise on quality

SPLASH!

ONE FALSE MOVE AND THERE GOES YOUR CELL PHONE INTO THE WATER. WHAT SHOULD YOU DO?



Turn off your cell phone as quickly as possible and remove the battery to prevent a short circuit. Above all, resist the temptation to turn it on again to see if it's working. That will finish it off for sure! Don't shake it either—that just makes the water more likely to do more damage. If you drop your phone into muddy water, coffee, or soup, rinse it with warm water to remove the contaminants. It's even better to use distilled water, which has almost no conductivity.

Let the phone completely dry out before turning it on. One way to remove moisture is to place the phone in a nylon stocking, put it in an airtight container, and cover it with rice, which is great at absorbing water. Then, be patient. If the phone didn't have time to short circuit in the water and you don't turn it on before it's completely dry, its chances of survival are surprisingly good!

Source : *Les Années lumière*, Société Radio Canada.

VISIT OUR **ONLINE STORE***

Look like a pro with Princecraft clothes, caps, and accessories available from our online store. Fashionable and comfortable contemporary designs you won't want to do without!

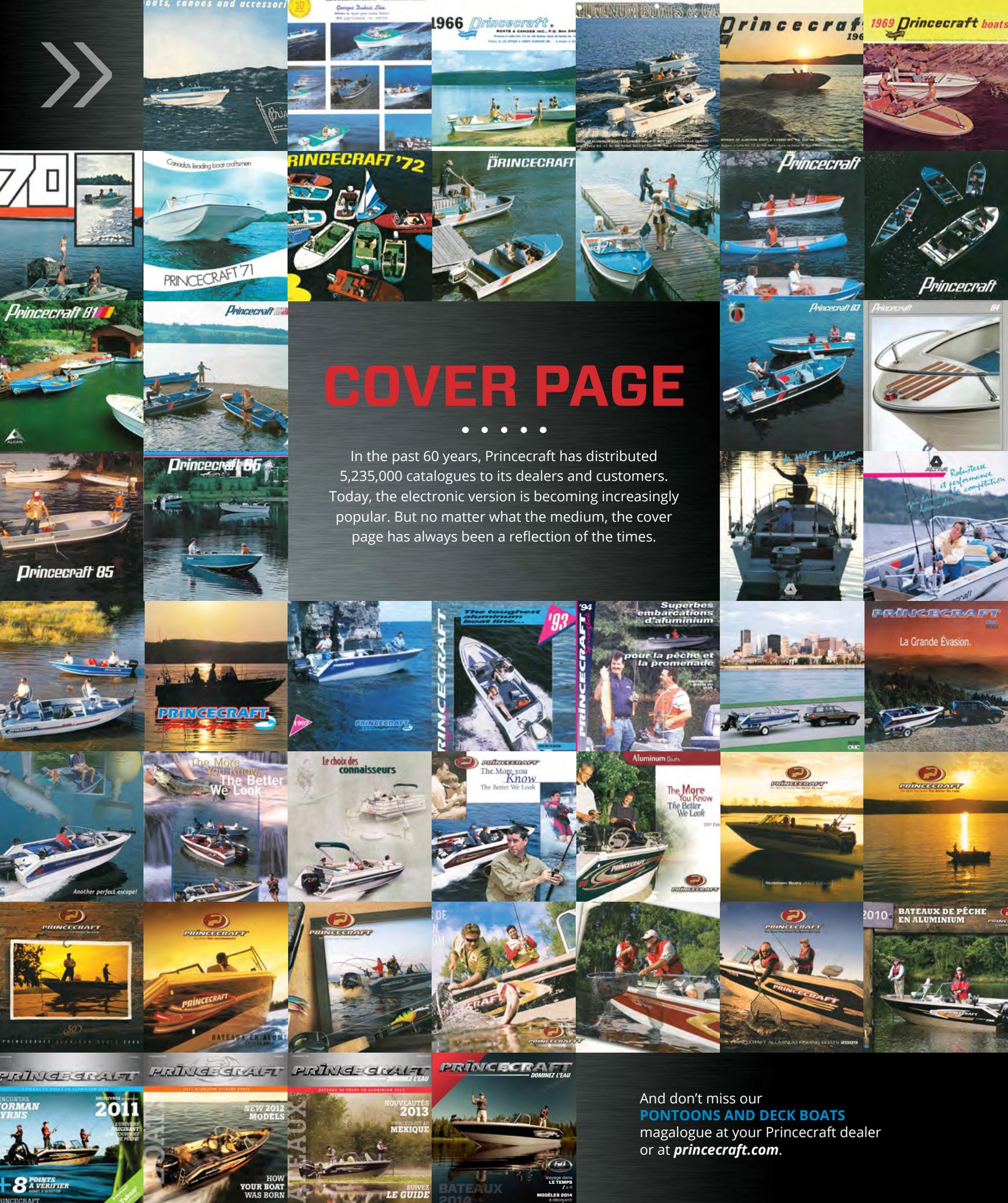
www.princecraft.com

* Available for Canadian consumers only.



COVER PAGE

In the past 60 years, Princecraft has distributed 5,235,000 catalogues to its dealers and customers. Today, the electronic version is becoming increasingly popular. But no matter what the medium, the cover page has always been a reflection of the times.



And don't miss our **PONTOONS AND DECK BOATS** magalogue at your Princecraft dealer or at princecraft.com.