

PRINCECRAFT®

DOMINATE THE WATERS™



FUN AND ADVENTURE

FISHING
BOATS



2017

Introducing Our
NEW MODELS



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**2017 Pontoons
and Deck Boats**
Magalogue!

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GET A TASTE OF FREEDOM

At Princecraft, we have a living, breathing, and evolving history steeped in remarkable innovation, boundless ambition, determination to excel, and a clear vision of the future. Our products are built on the solid knowhow, creativity, and passion that have been our hallmark for more than 60 years. As the company's new president, I am excited and proud to present our new 2017 line of boats.

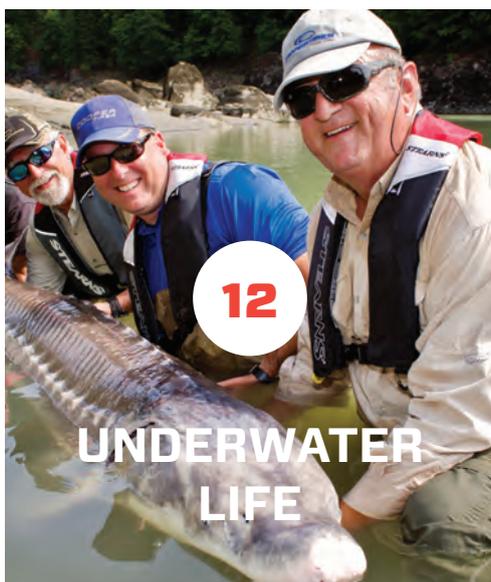
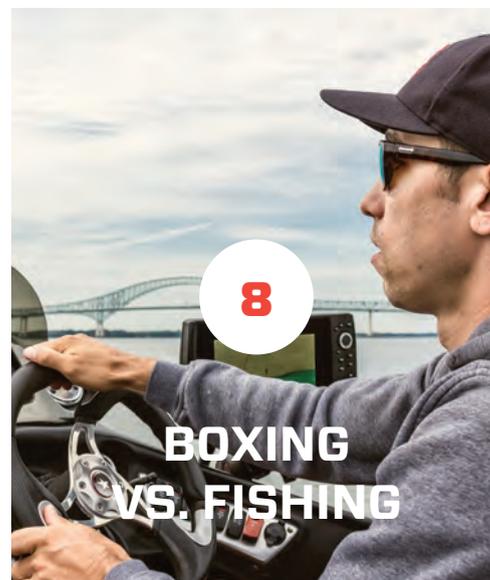
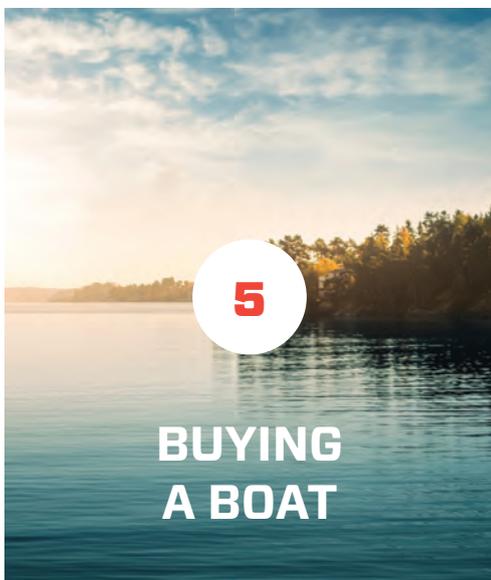
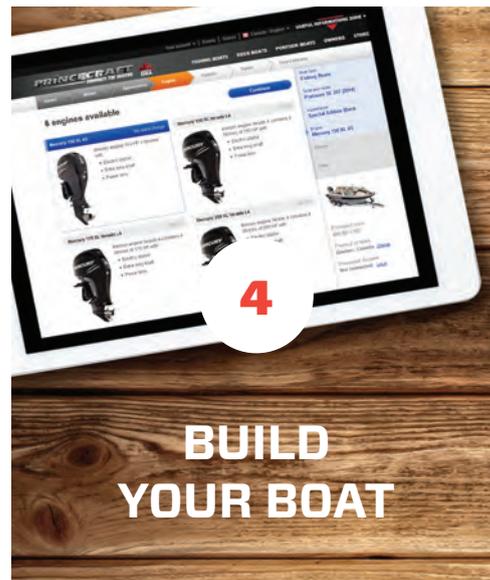
Driven by our shared passion, openness, and ever-growing commitment to meeting your needs, we are able to bring you innovative boats of unparalleled quality and build lasting relationships with all our customers. For these reasons and many more, Princecraft is now growing steadily all across North America.

At Princecraft, we're forever fueled by your enthusiasm, and we strive to provide you with everything you need to experience moments of pure enjoyment on the water with your loved ones. After all, there's no way to fully embrace the present moment unless you feel safe and secure.

In 2017 our boats will dominate the waters more than ever!

Steve Langlais
President

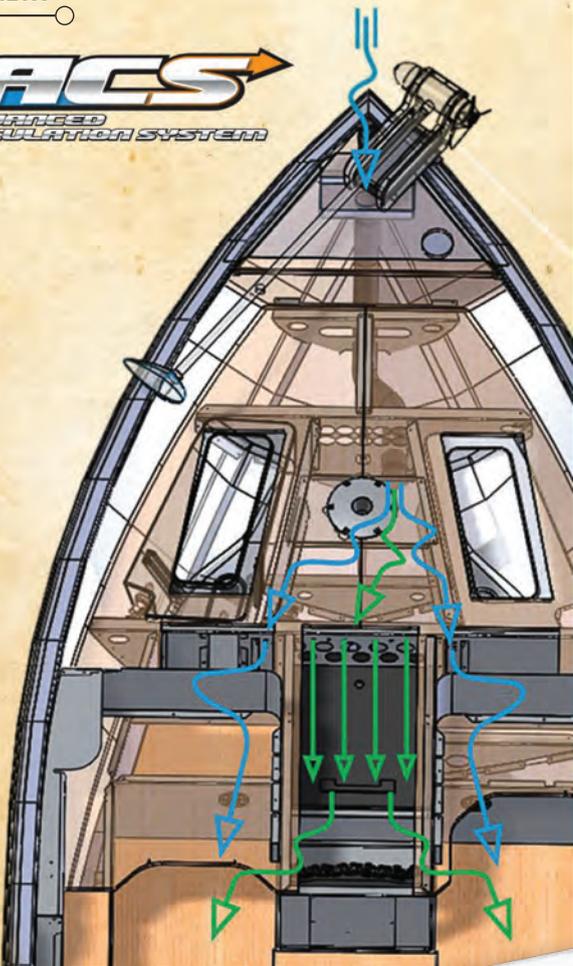
SUMMARY



13

NEW MODELS FOR 2017

NEW!

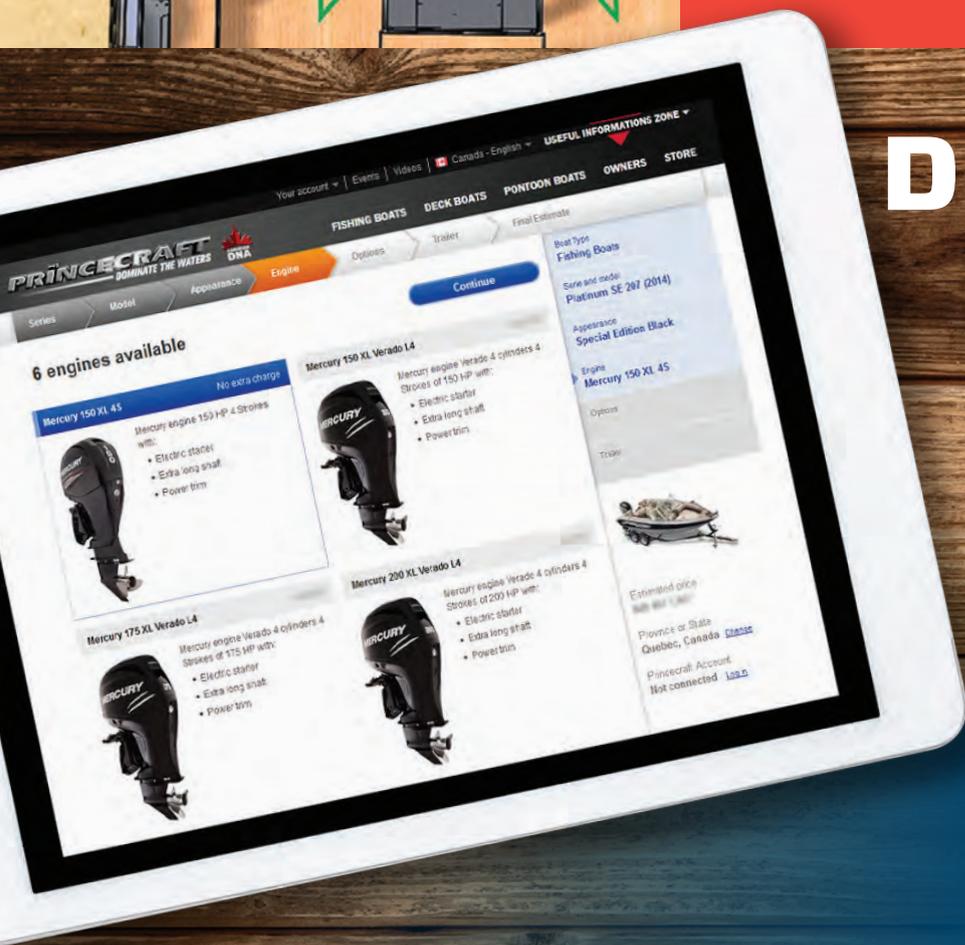


XPEDITION SERIES: “HARDCORE FISHING” IS FOR EVERYONE

It's true, the Xpedition Series is fully equipped so you can set sail for great adventures. In 2017 we made a number of additions that will delight anglers across North America. We streamlined the cockpit to give you more defined, and spacious fore and aft platforms. We also incorporated a forced-air ventilation system (Advanced Circulation System) to improve air circulation in the storage compartments. Add an optional fan and your fishing gear will dry out in a snap.

The new Xpedition Series provides a more intense, sports-like experience tailored to every type of fishing, whether you specialize in bass or fish for a bit of everything.

If you're an avid angler,
why not do it up right by getting yourself
a REAL “hardcore fishing” boat?



DESIGN YOUR SUMMER!

BUILD YOUR DREAM BOAT

CHOOSE YOUR STYLE:
www.princecraft.com/build-your-boat

GET READY TO MAKE THE BEST PURCHASE OF YOUR LIFE

TIPS BY

MARTIN BÉRUBÉ,

Princecraft Prostaff and pecheenligne.net

Catalogue in hand, you're almost there. Your dream of fishing on a Princecraft has never been more within your reach. Soon, you can head over to your Princecraft dealer to make your dream come true, but before you do, here are a few tips from your dealer to help prepare you for your purchase.

TIP 1: ASSESS YOUR ACTUAL NEEDS.

First of all, remember that there's no such thing as the perfect boat, but you can find the perfect boat for you. Before you head over to your dealer, you'll need to answer a few questions to help your sales rep find you the model that's best for you. What kinds of watercourses will you be cruising on? How many people do you want your boat to fit? What kind of fish do you want to catch? What kind of fishing will you be doing: cast or troll fishing? If you don't know the answers to all these questions yet, not a problem. Your sales rep knows a thing or two about fishing and will be happy to talk you through it, whether you're an expert angler or an eager beginner.

TIP 4: GO OVER ALL THE DETAILS.

Buying a boat is a big purchase. But new buyers tend to overlook certain details, such as buying a trailer. Much more than an optional add-on, your trailer will follow you on your adventures for as long as you have your boat. That's why it's important to choose one with care and attention. Remember also that your vehicle's performance will have an influence on your choice of boat. Your vehicle's transmission and towing capacity should never be lower than the force required to tow your boat and your trailer.

TIP 2: KNOW YOUR BUDGET.

No matter what your budget, you're never too far from your dream. Especially with Princecraft, which has a full lineup of boats for every type of angler. People often think they can only afford a used boat, but leave the store with a brand new model. Good news! With the new financing options for new boats, dealers can spread out your boat payments over a longer period of time at a lower interest rate. That means lower monthly payments when you purchase a brand new boat. The warranties on new models can also be a big advantage.

TIP 3: COME PREPARED— BUT DON'T OVERDO IT!

With the Internet such a big part of our lives, people do a lot more research than they used to before visiting the dealer. It's good to come prepared (e.g., by comparing various series and models of boats or trying the interactive "Build Your Boat" tool on the Princecraft website). But remember to remain open. Trust the sales reps, they have the experience to direct you to the right models.

TIP 5: IF YOU HAVE A QUESTION, ASK.

Still have questions? Don't hesitate to ask your sales rep. Sales reps are there to answer all your questions and make it as easy as possible for you to buy your boat. Ultimately, all we want is for you to have a positive experience all around!

MARINE PATROLS: **THERE TO ENSURE YOUR SAFETY**

With its many lakes and rivers, Canada is brimming with spectacular places to enjoy by boat. As a result, throngs of boaters hit the water once the nice weather begins. To help ensure that all users can enjoy their activities on the water, safety is key. Local police watch over the waterways in their jurisdiction to deter and prevent problem situations.

Sûreté du Québec's marine division deploys some 300 patrol officers and over 80 boats to ensure your safety and see to it that your activities on Quebec's waterways run smoothly. But no matter where you are, awareness and prevention are key when you're out on the water!

BOATING IN CANADA

Under the Canada Shipping Act, 2001, many safety rules are more or less the same no matter where you sail in Canada. Courtesy between all users is essential so that everyone can get the most out of their activities on the water. Swimmers, boaters, paddle boarders, and even wildlife all deserve to enjoy a little peace and quiet! To be a good boater, it's important to be familiar with the Collision Regulations and associated navigation rules.

"It's important to have a firm grasp of marine laws and regulations. It's a shame to have to give a ticket to users who, due to inexperience or poor judgement, have put their boat or others in danger by failing to comply with the regulations in force in Canada," explains Sergeant Johnny Drolet, provincial marine coordinator of the Sûreté du Québec road safety and police operations division. This marine security representative firmly believes that all pleasure boaters should leave the wharf with a good understanding of the rules. To help boaters with this, practical courses on boat safety are available in many regions of Canada.

THE LIFE JACKET, MUCH MORE THAN JUST AN ACCESSORY.

“You brought it, so wear it!” This awareness campaign by the Lifesaving Society couldn’t have said it better. The rules state that all boats navigating on Canadian waters must have on board as many life jackets as passengers and they must always be within easy reach. You never know when a collision may occur, so the best preventive measure is to always wear your life jacket.

A LAST WORD ABOUT DRUGS AND ALCOHOL

Be careful! In addition to impeding your attention and ability to deal with unexpected circumstances, boating under the influence of drugs and alcohol is a violation of the Criminal Code of Canada. Opting not to drink alcoholic beverages while at the helm of a boat is a responsible decision that shows your passengers you care about their safety. Driving under the influence of drugs and alcohol automatically leads to criminal charges and punishments ranging from a fine to suspension of your driver’s license, and even prison.

The legal limits in force vary by province and by country. In Quebec, a blood alcohol concentration (BAC) of up to 0.08 mg per 100 ml of blood is tolerated; in Ontario, the criminal limit is 0.08 mg, but drivers caught with a BAC of between 0.05 and 0.08 mg (known in Ontario as the “warn range”) will have their license suspended for 12 hours. In the United States, the legal limit is between 0.07 mg and 0.1 mg depending on the state. Be informed!

In Ontario, the government has passed a provincial law on alcohol with provisions on alcohol consumption on a boat. Three articles of the law specifically address boats cruising within Ontario. They stipulate that conveying alcohol in a boat is not permitted at any time unless it is in a container that is unopened

and the seal unbroken or is stored in a closed compartment and not accessible. That means no alcoholic product may be consumed while the boat is underway. The only exception to this ban on alcohol consumption is on larger vessels equipped with galley facilities, toilets, and permanent beds. However, even on these boats, alcohol can only be consumed while the boat is anchored or docked.

This restriction is unique to Ontario and is not found in Quebec’s alcohol laws. The specific regulations in Quebec seem to take a laxer stance on alcohol consumption aboard a boat. As such, your passengers are allowed to consume alcohol onboard. However, driving while impaired by alcohol remains a criminal offence punishable by law. Remember, moderation is always in good taste and fatigue, sun, wind, and the rocking of the boat can also numb the senses.

THEY’RE THERE TO KEEP YOU SAFE

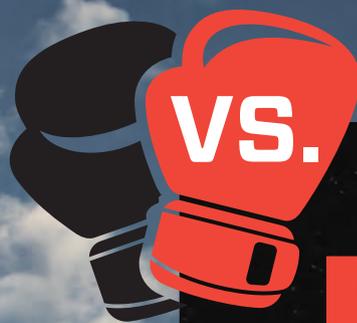
Whether it’s the RCMP, Ontario provincial police, or Sûreté du Québec, the patrols you see on the water are there to make sure you get the most out of your day and make it back to shore safe and sound.



“We want you to have a good time on the water. And we’re convinced that if you know the rules of navigation where you are and follow certain guidelines, your boating experience will be that much better,” said Sergeant Johnny Drolet of Sûreté du Québec.



BOXING



FISHING

THE FIGHT'S NOT OVER FOR MIKAËL ZEWSKI

BOXING, LIKE FISHING, TAKES PASSION AND INTENSITY. AT AGE 27, MIKAËL ZEWSKI TELLS EVERYONE WHO FOLLOWS HIS CAREER THAT GIVING YOUR ALL TO THINGS YOU'RE PASSIONATE ABOUT IS ESSENTIAL. THIS PROFESSIONAL BOXER FROM TROIS-RIVIÈRES HAS MADE SHORT WORK OF HIS OPPONENTS IN VICTORY AFTER VICTORY THROUGHOUT HIS CAREER. IN FACT, HE'S INFLICTED NO LESS THAN 21 KNOCKOUTS. WHEN IT COMES TO FISHING, MIKAËL HAS A SINGLE OBJECTIVE—REEL THAT FISH IN, NO MATTER WHAT.

PASSION

Mikaël was very young when his father introduced him to a healthy lifestyle by signing him up for sports teams. "We quickly realized that team sports were not really my thing. I hogged the puck in hockey and was only good as a goalkeeper in soccer. So my father figured that I might be better at individual sports. The first time I walked into a boxing gym, I felt that I had something to accomplish and that I'd found my sport." Mikaël was only nine years old at the time, but by training hard, making sacrifices, and winning, the young Mikaël eventually went pro. In fact, his original coach is still with him today.

Mikaël discovered fishing gradually. He first fished simply for fun. It was only when he learned about competitive fishing that he realized that his hobby would become his second great passion. But then that's Mikaël, winning is what he does! The bass better watch out, because Mikaël and his fishing partner are cruising the waterways looking to catch the whoppers and bring home the biggest prize.

PRESSURE

Using strategy, understanding your opponents, finding their weaknesses, and then attacking. Although fishing and boxing seem quite similar, in many ways they're quite different. "What I like the most in boxing is that it's one-on-one. You're one responsible for your successes and failures. The people who come to watch me box want to see me perform. They pay to watch a good show, and I have to give it to them, whatever it takes."

Talent and practice have made Mikaël a great boxer. And he's put a lot of hard work into developing his fishing skills. "I can't rely on my strength when I'm fishing. I have to work harder than the other competitors who have 30 years of experience under their belts. Fishing takes a lot of intuition and knowledge. But I thrive under pressure. There isn't any in fishing, but I put pressure on myself just the same. When the day's not going well, I get mad at myself, and I'm grumpy in the evening."

PERFORMANCE

Intense is the word that best describes Mikaël when he's fishing. He's light years away from anglers who drop a line in the water just to relax. "If I know that my competitors get up at 6 a.m. to practice, I'm on the water by 5.

I always try to do a little bit more than the others. At least if it doesn't work, I can say I did my best."

The night before a tournament, Mikaël even has trouble sleeping because there are too many things he can't control once he's on the boat. Mikaël is also aware that it's also a question of luck. You have to be at the right place at the right time. Which is really different from boxing. "When I climb into the ring, I know what I'm there to do, I know that I'm in control, I know my opponent, and I know what I can do to win."

Whether boxing or fishing, Mikaël is never satisfied. "If you lose, you always have to be ready to start again and if you win, you have to analyze your victory and ask yourself what you could have done better. That's how you get better at whatever you do."

Whether alone with his fishing partner out on the water or in the ring in front of thousands of spectators, Mikaël never gives up. In fact, discouragement and giving up are just not in his vocabulary. "As long as I haven't knocked out my opponent or I haven't caught my five fish, I'll keep going."

VICTORY

For the moment, Mikaël spends his time on the water, in the gym, and at home with his

"As long as I haven't knocked out my opponent or I haven't caught my five fish, I'll keep going."

wife and son. He wins more fights than fishing tournaments, but he knows it's just a matter of time before he lands a new title. "We won our first tournament in 2015 at the Batiscan Super Challenge. That's when I realized that winning is what keeps me going. Now I want to win every year and I'll do whatever it takes to make it happen." If he's as determined on the water as he is in the ring against tough opponents, we're betting he'll go down in history.

Princecraft is with you, Mikaël!

WHY NOT GO FOR THE STRONGEST AND MOST DURABLE ALUMINUM ON THE MARKET?

H36 marine-grade aluminum can handle everything nature throws at it with ease and versatility. Fortunately, H36 aluminum is what goes into every Princecraft hull.

H36
MARINE GRADE
ALUMINUM

25%
stronger

than the aluminum used by the competition

30%
lighter

than fiberglass

DOMINATE THE WATERS

THE HIGH-TECH ANGLER HITS OUR WATERWAYS

Technology is in our cars, our homes, our watches, even our refrigerators. Technology is increasingly important, essential even for the many people who simply can't do without it. Fishing is now a recreational activity that's more and more reliant on smart technology and a cutting-edge sport, complete with Wi-Fi, Bluetooth, and satellite communications.

Make way for the fully wired angler! Sonar, multifunction displays, smart electric motors, sensors of all kinds—when you get down to it, technology makes fishing easier. It's called “plugged in” fishing. Talk to Raymond Carignan about it. For this Princecraft prostaff member and host of the show Outdoor Passion, using technology to find fish is now second nature! “After all, who wouldn't rather spend more time catching fish than looking for them.”

Raymond believes that instead of getting in the way of the essentials, technology let's us focus on our passion—fishing. “The technology now available on boats enables us to fish faster, more productively, and more accurately so we can concentrate on what's important, the fish.”



“After all, who wouldn’t rather spend more time catching fish than looking for them.”



MULTIFUNCTION DISPLAY

BASIC ELEMENT OF A HIGH-TECH BOAT!

Contrary to what many believe, technology isn't just for elite anglers. To add another dimension to your day's fishing, a multifunction display is surprisingly useful. Sonar, GPS, bathymetric charts—your multifunction display puts a ton of information at your fingertips. It helps you find fish near your boat even down to 240 ft., its Wi-Fi enables you to access these functions directly on your smartphone using the Lighthouse app, and your touch screen becomes your fish finding headquarters.

Raymond admits that there's a learning curve involved when working with technology. But to make things easier, the Raymarine® multifunction display (standard on the Platinum SE Series and optional on the Xpedition Series) has an integrated simulator to help you get a handle on it!

Oh, and by the way, Raymond has three of these units working together as a network on his Platinum SE 186.

XI5 SMART ELECTRIC MOTOR FOR VIRTUAL ANCHORING

Another little revolution on Raymond's boat is Motorguide's Xi5 smart electric motor.

“Electric motors are now tops in terms of power and range!” On this motor, two magnetic compasses working together with a constellation of satellites allow it to fix the boat's position to the nearest centimeter. So you can program your trolling route and the motor will take your boat exactly along that route, constantly adjusting its direction based on wind and current.

And for something really sci-fi, your smart motor provides virtual anchoring. No need for a heavy, space-wasting anchor, your boat maintains its position by satellite with a single touch on the remote.

No drifting possible with this technology, optional on almost all Princecraft boats.

THE LITTLE EXTRAS... THAT MAKE YOU A PRO

UNDERWATER SENSORS

The new underwater sensors allow you to measure water temperature deep down and record your speed using underwater telemetry. The data is then sent to your multifunction display. A number of these sensors can also send data to your smartphone using Bluetooth technology.

UNDERWATER CAMERA

An underwater camera lets you see what's happening under your boat on your iPhone, iPad, tablet, or Android phone via Wi-Fi. You can then record the images and share them on social media!



FAVORITE APP PROSTAFF

NAVIONICS (IOS AND ANDROID)

Find bathymetric charts of Canada and the United States, prepare and adjust your itineraries, and create your personalized fishing log.

WANTED!

DISCOVER THE RAREST FISH IN CANADA LANDED BY OUR PROSTAFF MEMBERS, PETE BOWMAN AND ANGELO VIOLA OF FISH'N CANADA!



BRITISH COLUMBIA

THE WHITE STURGEON

The White Sturgeon is Canada's largest and most exotic fish. It has changed very little in the last 175 million years... truly a dinosaur. We fish it exclusively on the Fraser River in British Columbia. Once a fish hits and is hooked, it's game on. Not only do they pull like a freight train, they also can clear the water with some of the most spectacular fish jumping acrobatics you will ever see!

Your objective: Beat the fishing record, a white sturgeon measuring 10 ft. long!



CAMBRIDGE BAY
VICTORIA ISLAND

ARCTIC CHAR

This is a fish that for one, can only live in the frigid waters of the Arctic, and for two, can morph from a somewhat muted colour pattern to one of the most vibrant colour schemes on any animal alive! It can be found in both landlocked lakes, as well as freshwater rivers that flow into the ocean from the mainland.

Tip: Use a wide variety of spoon lures for fishing these little treasures.



LAND O LAKES,
ONTARIO

BOWFIN

This odd looking creature (sometimes nicknamed Dogfish) is one of the oldest fish species in the country. Bowfin are bimodal breathers, which means they have the capacity to breathe both water and air. The Bowfin is a very aggressive species. Beware, their jaws are incredibly strong.

Where to look for them? You'll find this species where largemouth bass like to hang out.



KAWARTHA & GREAT
LAKES, ONTARIO

MIRROR CARP

Common Carp are exactly as their name says, very common in Ontario. Their cousins the Mirror Carp however... not so much. The Mirror Carp is literally a "scaled" down version of the common, where the body is only partially covered with scales. It's a very unique looking creature.

Be advised: Landing a Mirror Carp is a very rare achievement because often only one individual may be found swimming in an entire school of Common Carp.



NOVA SCOTIA
& PEI

BLUEFIN TUNA

The Bluefin Tuna is truly a giant of the ocean. While the rest of the world is worried about their Bluefin population, Canada's east coast is teeming with them. That said, there are very strict regulations for targeting these magnificent beasts.

Memory: Pete and Angelo had the greatest Atlantic red tuna fishing experience of their careers in the waters of Ballantyne's Cove, Nova Scotia.

**THANKS
TO FISH'N CANADA**

FOR GIVING US A HAND WITH
THIS PROJECT.



**LANDED SOMETHING
REALLY IMPRESSIVE?**

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