

PRINCECRAFT®

DOMINATE THE WATERS™



2018

FUN +
ADVENTURE

FISHING
BOATS

Introducing our
new models





CONCEPTION AND DESIGN
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RESEARCH
AND COPYWRITING
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PHOTOGRAPHY
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Benoit Brühmüller
Claude Denis



Check out our Princecraft®
**2018 Pontoons
and Deck Boats**
Magalogue!

Visit our Website:
princecraft.com
1 800 395-8858

WE'RE READY TO GIVE YOU MORE!

There's no doubt about it, Princecraft® is really thriving wherever fishing is a way of life!

In 2017 Princecraft® clearly solidified its already strong presence in the Canadian market and continued to dominate more and more waterways in the United States. More Princecrafts out on the water means more smiling boaters cruising with the confidence that comes from a comfortable, durable boat that really delivers.

At Princecraft®, we're a team of people who are proud of what we've accomplished and ready to tackle whatever the future brings. To meet the increasing demand, our growing team works day in and day out to boost production and meet the highest standards of quality. Princecraft® is now more flexible than ever on every level.

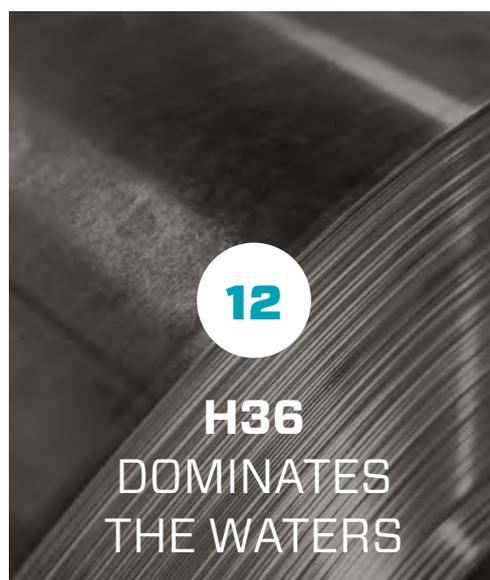
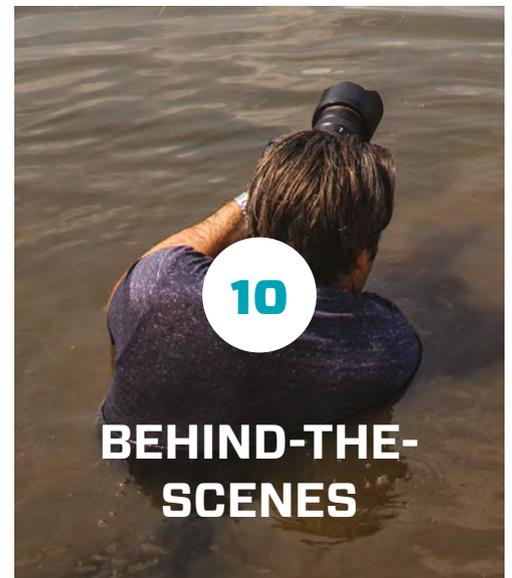
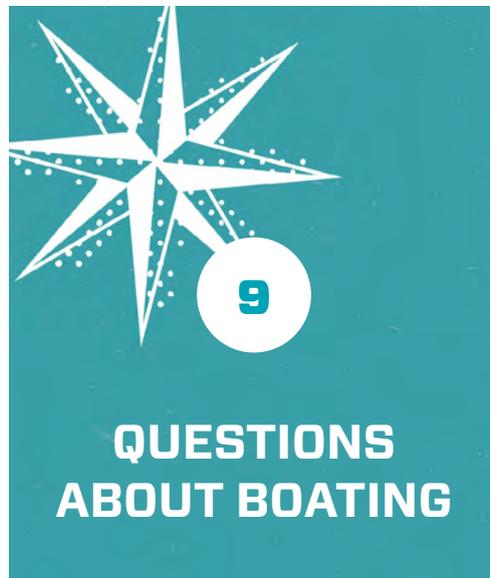
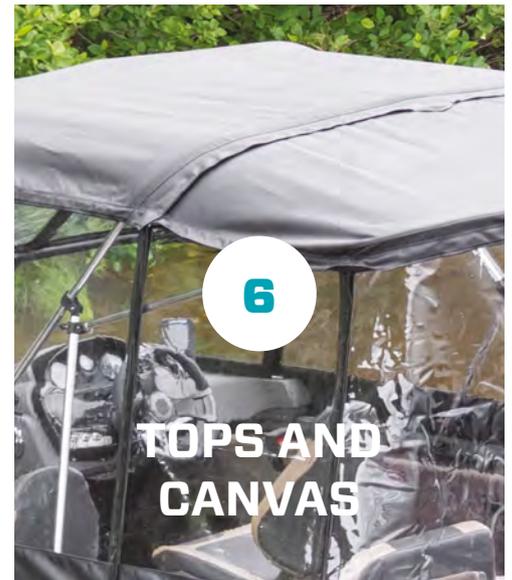
But first and foremost, building a Princecraft® is a rigorous process that puts you front and center so we are able to surprise you and satisfy all your needs. We listened to your needs and worked closely with our dealers to develop our newest lineup of fishing boats. Once again this year, we have some exciting new additions we're sure you're going to love!

With our incredible lineup of fishing boats, Princecraft® is always by your side for every catch. No matter what model you choose, we're sure it will be a perfect fit for your personality and leave you fully satisfied!

The way we see it, every one of your adventures on the water is a success for us.

Steve Langlais
President

SUMMARY



DODGING SURE DISASTER

“ONE THING’S FOR SURE, ON JUNE 11, OUR PRINCECRAFT® LITERALLY SAVED OUR LIVES,” YVES TOLD ME EVEN BEFORE I HIT “RECORD” ON MY DIGITAL RECORDER. “OUR PRINCECRAFT® AND LUC TOO, DON’T FORGET,” ANNIE ADDED.

On a gorgeous June morning, Yves and Annie Pelletier decided to explore Lac Saint-Pierre in Quebec in their 2017 Hudson DLX WS, which they had recently purchased from Luc Couture at Thomas Marine. What they didn’t know was that this lake excursion would quickly turn into a living nightmare. After taking a cursory look at the weather, Annie and Yves set out that morning from Sorel where many other boats had already hit the waters of the St. Lawrence River. “We figured if the anglers were going out, we would too!” Yves told me. We followed them for a while and ended up in Lac Saint-Pierre so we decided to do a bit of fishing.”

At about 9 o’clock, the wind started rocking the Pelletiers’ boat. They noticed that one by one the anglers were leaving the lake. The wind on the water started picking up, and the waves were getting bigger and bigger, prompting the couple to pack it up and head back to Sorel. Seconds later, Yves saw that a wall of water had formed on the lake and was heading straight for them. “The first wave hit us from out of nowhere and filled our Princecraft® with water,” Yves continued.

Panicked and unsure what to do, Annie grabbed her phone to call Luc for help. Luc and Yves were only able to talk for a few minutes before a second wave crashed into the Princecraft®, knocking the phone overboard and leaving the couple without any means of communication. Knowing his friends were in danger, Luc immediately called the Coast Guard and emergency services.



Luc was familiar with Lac Saint-Pierre, so he knew his friends were in serious trouble. "When the wind comes whipping into the mouth of the river, it always gets stronger on the lake, creating an instant funnel effect," Luc said. On top of the heavy winds and funnel effect, there was a container ship sailing in the distance, creating a perfect storm of gigantic waves on the lake.

Not knowing if anyone was actually looking for them, Yves and Annie were facing a disaster. A third wave struck the Hudson. With no contact with dry land and a motor running in fits and starts, they took refuge on their Hudson's rear platform.

"Anything we didn't need (tackle box, chemical toilet, etc.), we threw overboard," Annie told me. I figured that if someone was looking for us it might help them find us. Yves said if they didn't find us we would die that night once the sun was no longer there to keep us warm. But I tried to stay positive. Luc had told us that Princecrafts don't sink and I knew he would try to help us. We saw a helicopter in the distance, but it was looking in the wrong place."

In the end, the jettisoned tackle box is what saved them. When the Coast Guard found it close to Trois-Rivières, they came looking for the Pelletiers. Huddled on the rear platform of their Princecraft®, sopping wet and out of options, they had to wait more than five hours before they were rescued. "When they finally saved us, it was just like in the movies. We held each other in our arms and cried. And thanked our lucky stars we made it out alive."

"There are a lot of good boats out there, but our Princecraft® is something to be proud of. It gave us a pretty big scare, but at the end of the line we have to admit it also saved our lives. I don't think another boat would have been able to handle all that wind and water and we would have sunk like a stone. Our Princecraft® was solid from start to finish." What's more, the Coast Guard left the boat behind, thinking it was sure to sink. So imagine their surprise when, the day after the rescue, they were dispatched to retrieve the boat—still fully intact—adrift several kilometers away.

Almost a month after dodging sure disaster, Yves and Annie wouldn't think of giving up their new passion. For the Pelletiers, a Princecraft® is the only way to sail—and after hearing their story it's easy to see why.



On this photo: Luc Couture, Yves, and Annie Pelletier.

WHAT IF IT HAPPENED TO YOU? WOULD YOU KNOW WHAT TO DO?

1

CHECK THE CURRENT AND UPCOMING WEATHER FORECASTS.

If Annie and Yves had used more than one source to check the weather (including the Windguru wind maps), they probably would have turned back before leaving Sorel.

2

NOTIFY SOMEONE YOU TRUST THAT YOU'RE GOING BOATING AND TELL THEM YOUR ITINERARY AND ROUGHLY WHEN YOU EXPECT TO BE BACK.

Yves and Annie hadn't told anyone they were out on the water that fateful day. If they hadn't called Luc once trouble occurred, no one would have even known they were in danger.

3

ALWAYS WEAR A LIFE JACKET WHEN YOU'RE ON YOUR BOAT AND KEEP YOUR SURVIVAL KIT CLOSE AT HAND.

The wave that hit the Pelletiers' boat came out of nowhere. If either of them hadn't been wearing their life jackets, they wouldn't have had the time to put them on.

4

IN ADDITION TO A VHF RADIO, YOU SHOULD HAVE OTHER WAYS TO KEEP IN CONTACT WITH PEOPLE ON SHORE.

On that day, the couple's first instinct was to call someone they could trust who was familiar with boating. However, whenever you feel you're in danger, it's best to contact emergency services (911) and the Coast Guard (*16) directly.

5

NO MATTER WHAT'S HAPPENING, REMAIN CALM, BE CREATIVE, STAY POSITIVE.

In that regard, the couple made a great team. Annie's quick thinking to leave a trail of floating "bread crumbs" helped alert rescuers to their predicament.

6

STAY ON YOUR BOAT AND WAIT FOR ASSISTANCE.

Even though they didn't know whether anyone was actually looking for them, Annie and Yves stayed on their boat. The rear platform on their Princecraft® gave them a safer place to wait for help.

7

WHEN IN DOUBT, STAY ASHORE.

The Pelletiers' ordeal is a stark reminder that misfortune can strike at any moment. If you're not completely comfortable going out on the water because of an iffy weather forecast or because you're unfamiliar with the body of water, listen to your instincts. It's always a better experience when you feel confident and in control.

QUALITY WORTH SHOUTING FROM EVERY ROOFTOP!

WHETHER YOU USE IT TO TAKE SHELTER FROM THE NOONDAY SUN, BRISK WINDS, OR AN UNEXPECTED RAINSHOWER, THE TOP/CANVAS OF YOUR BOAT OFFERS OUTSTANDING QUALITY AND PROTECTION IN ANY SITUATION OUT ON THE WATER. SINCE IT TAKES SUCH GOOD CARE OF YOU, IT'S IMPORTANT TO TAKE GOOD CARE OF IT!

PROTECT YOURSELF FROM RAIN OR UV RAYS

Your top has been waterproofed and treated against UV rays. However, it's perfectly normal to see a few leaks along the seams when you're out in your first storms. The problem usually goes away after a few rainshowers, once the fibers and waterproofing treatment of the canvas adjust properly.

If you see leaks on your top after a few years, it's important to waterproof it again. This process, which is inexpensive and very effective even on the oldest canvas, will help extend the life of your top! Talk to your Princecraft® dealer to find out about the best products to use!



5 MAINTENANCE TIPS FOR YEARS OF ENJOYMENT!

1

CLEAN your vinyl windows and curtains with fresh water (without a pressure gun attachment). Gently handscrub to keep dust or sand from scratching the surfaces.

2

ROLL canvas tarps when storing them for the off season. Never fold them to avoid cracking.

3

AVOID contact between transparent vinyl parts and your top frame in intense sunlight, as this could burn your vinyl.

4

COMPLETELY DRY your top before storing, and place it in a well-ventilated area. Do not use non-breathable plastic bags.

5

ALWAYS DISMANTLE your top before towing your boat and avoid exposure to violent winds or high speeds.

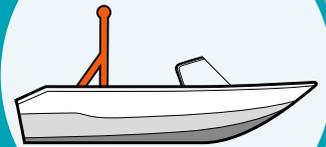
A TOP CONFIGURATION FOR EVERY CONDITION ON THE WATER!

STANDARD



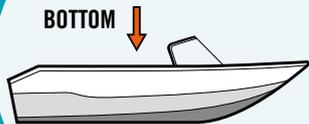
- ▶ Natural top position for smooth sailing

ELEVATED POSITION FOR FISHING



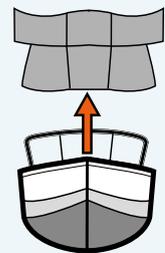
- ▶ More room for fishing and moving around under the arch

STOWED POSITION



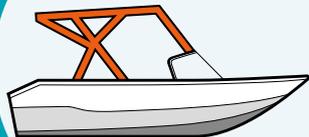
- ▶ More room for casting
- ▶ Easier to move around inside the boat, especially with your fishing rod

WIND PROTECTOR BETWEEN CONSOLES



- ▶ Only Princecraft® offers this type of wind protection between windshields and the bottom to completely close the cockpit

TOP WITHOUT SIDE PANELS



- ▶ Provides shade in sunny weather
 - ▶ Protects against light rain and wind near the console
- * Optional stern coverage with top extension for fishing

TOP FULLY INSTALLED WITH SIDE PANELS



- ▶ Protects against heavy rain and wind
- ▶ Oversized 360° window panels, a Princecraft® exclusive
- ▶ Cockpit cover keeps your gear dry

DID YOU KNOW ?

Getting a new top after you buy your Princecraft® is a breeze! You can order a new top or a cover for any Princecraft® model, no matter what year it was built. Our covers are custom made and our snaps are installed at the factory to always ensure a perfect fit!

IN 2018,

ANYTHING IS POSSIBLE!

DL SERIES

PRINCECRAFT® QUALITY IS NOW MORE AFFORDABLE THAN EVER

Who says quality has to cost an arm and a leg? The DLX and DL Series are now very different so we can meet the needs of even more avid boaters. When you check out the nine models in the DL Series, you'll be amazed that not only are they affordable, they're just as tough as ever!

Discover the DL Series on page **40**



XPEDITION SERIES

There's a brand new addition to our Xpedition Series lineup of fishing powerhouses: an 18 foot model, built to your specifications so you can really have it all. Built to handle just about anything, it's the perfect boat for all your fishing trips!

Discover the Xpedition Series on page **36**



PLATINUM SE SERIES

Pick the color of your summer! As you know, at Princecraft® we love giving you options. The Platinum SE Series now includes a new, totally on-trend color: Platinum White!

Discover the Platinum SE Series on page **20**



QUESTIONS ABOUT BOATING

WHERE DO THE TERMS “PORT” AND “STARBOARD” COME FROM?

The answer to this question takes us back to the early days of seafaring. Before ships had rudders on their centerlines, steering was controlled by a large oar at the stern of the ship. Since most people are right-handed, the steering oar was placed on the right. The term “starboard” comes from the Old English word *steorbord*, meaning the side on which the ship is steered.

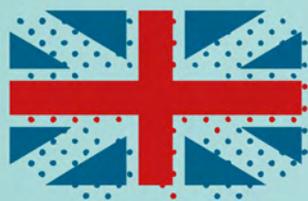


So when docking, all vessels are tied up to port on their left, or “port” side. But this side of the ship was not always known as “port.” Originally sailors used the Old English term *bæcboard* (similar to *bâbord* in French), which means the “back side.” This is probably because pilots would turn their backs to the left side when steering the ship.

But wouldn't it be easier just to say left and right? Not really, because these terms depend on the direction a person is facing. When you're face to face with someone your left isn't on the same side as theirs, so the terms “port” and “starboard” were introduced to give a common reference point for the whole crew.

WHY IS THE CAPTAIN'S CHAIR ON THE STARBOARD SIDE OF THE BOAT?

There are two schools of thought on this, and there are a number of factors—some historic, some scientific—that could explain why boats are usually steered from the right. But contrary to what many avid anglers may think, it isn't to keep your right hand free so you can strike a big fish faster.



VS



BRITISH INVASION

The first explanation is rather obvious. In England, a car's steering wheel is on the right, and, as history tells us, the British laid the foundation of commercial seafaring. Some say they set this standard based on their own transportation system.

A WEIGHTY PROBLEM!

The second theory is a lot more scientific. It has to do with the “distribution of weight” in a boat. In older boats, the force of the propellers probably caused the starboard side to lift up. A weight was needed to offset this, and the best solution people came up with was to put the helm on the right.

NEED HELP KEEPING THEM STRAIGHT?

These memory joggers can help:

PORT AND LEFT

both have four letters.

Or use this rhyme:

**STAR LIGHT, STAR BRIGHT,
STARBOARD IS ON
THE RIGHT.**

HAVE MORE QUESTIONS?

Ask away! We're always happy to share our Princecraft® expertise with you.

princecraft.com



GET A BEHIND-THE-SCENES LOOK

AT THE MAGALOGUE!

EVERY YEAR PRINCECRAFT® SETS OUT TO SHOWCASE ITS NEW DESIGNS THROUGH ORIGINAL PHOTOS THAT ILLUSTRATE THE QUALITY, PERFORMANCE, AND, MOST IMPORTANTLY, ENJOYMENT OF PRINCECRAFT® BOATS. A NUMBER OF IMPORTANT STEPS GO INTO CAPTURING THE STUNNING IMAGES YOU SEE WHEN BROWSING THROUGH THE MAGALOGUE. JOIN US BEHIND THE SCENES!

COMING UP WITH A CONCEPT

For the 2018 Fishing Boats edition, Princecraft® wanted to feature the bonding that comes from a father-and-son day of fishing. The overarching theme: immortalizing a dad's words of wisdom and his son's sense of wonder.

DOING THE RESEARCH

Picking the site: Lake Memphrémagog, a spectacular 51 km set

Casting: Mark and Tommy, a real father-and-son team!

Scouting for locations: We scoured the lake for the most beautiful spots to shoot.

GOING WITH THE FLOW

A photo shoot comes with its fair share of unknown variables. We have to make sure the weather is in our favor, check the position of the sun, be ready to get wet (or up to our knees in the mud!)... in short, we have to be ready for anything to get the best shots.

And most importantly, we gotta go with our gut, because even the best laid plans somehow always seem to shift mid-shoot.



EXCLUSIVE

LENGTH OF THE SHOOT: 9 hours and 30 minutes

NUMBER OF PEOPLE PRESENT: 8

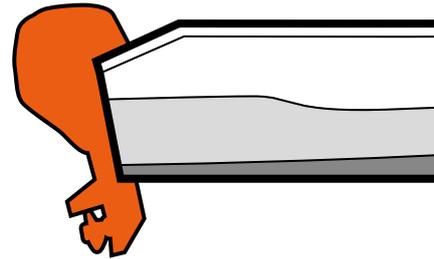
WEATHER: Sunny and humid, 28 degrees

THE SECRET TO KEEPING TRIM!

No matter what the situation, your trim works hard to help your boat stay balanced in the water. The engine controls lets you adjust the angle of your boat and how high it sits on the water to improve performance and passenger comfort. Knowing how to use it properly is the key to smooth sailing every time you're out on the water!

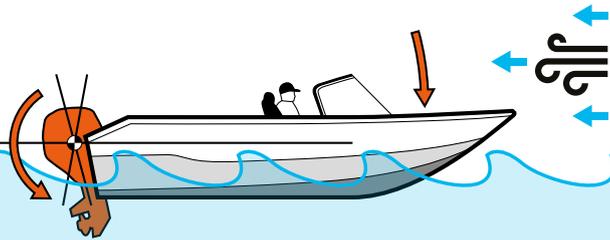
WHEN STARTING

When starting your boat, a "negative" trim (with the motor close to the boat) increases the boat's lift for a smoother takeoff. Once the boat is underway, it's recommended that you raise the trim—but not too much, just enough to get the right balance! If the trim is too high, it could cause your boat to bounce over the waves and lead to an accident.



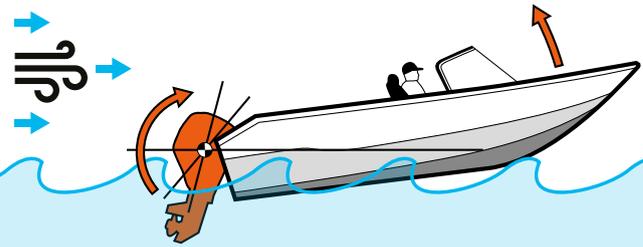
WHEN HEADING INTO THE WIND

If you're heading into the wind with waves breaking across your bow, it's best to lower the trim. If it's too high, it will lift the bow of the boat, which can really increase wind resistance. And when the bow is too high, it pounds against the waves.



WHEN SAILING WITH THE WIND AT YOUR BACK

When you're heading in the same direction as the wind, your bow will have a tendency to tilt toward the water and carve into the waves. If this happens, you need to lift the bow by raising the trim.



ACTIVE TRIM AUTOMATIC AND VERY HANDY!

Available as an option, Active Trim by Mercury® automatically adjusts the trim based on your speed using GPS technology. Plus, it comes with five settings so it can handle just about any kind of weather or water conditions.

H36

THE REASON PRINCECRAFT® DOMINATES THE WATERS

**DID
YOU
KNOW?**



H36 is the aluminum alloy used to make each and every Princecraft® hull. The long name is aluminum 5052-H36, and it's **25% MORE RIGID** than any other alloy used in the industry.

To achieve a harder aluminum alloy, big blocks of aluminum are pressed in rollers until reduced to the desired thickness.

BIG ADVANTAGES

The harder the material, the better it holds up to dents and abrasion. In fact, the H36 acts kind of like an air bag for your boat. It has such a high yield strength level that it's virtually impossible to dent.

So it's the best way to keep you protected and safe while you're on the water.

If you run aground or hit a rock with your Princecraft®, you can rest assured that your boat is as solid as they come. We've put the H36 alloy through the ringer in rigorous comparative lab trials, and the results are very conclusive: the H36 is much more likely to hold its shape on impact than the H32 and H34 alloys used by the competition.



**DISCOVER
EVEN MORE BENEFITS
BY READING**

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