

PRINCECRAFT®

DOMINATE THE WATERS™

A NEW ANGLE

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A TRUE FISHING STORY

Christian Beaudry / p. 7



**FISHING
BOATS**

FUN + ADVENTURE

2019



Introducing our new models / p. 12



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GOING ABOVE AND BEYOND



Check out our Princecraft®
2019 **PONTOONS
AND DECK BOATS**
Magalogue!

Visit our Website:
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We want to be your go-to for fishing boats, so we are constantly innovating. Take a look at how Princecraft® is going above and beyond in 2019.

As the new president of Princecraft®, I'm incredibly proud to present our 2019 models. This exceptional lineup just goes to show why we're the leader in the Canadian market and growing strong in the U.S.

Since 1954, we've been designing top quality vessels for generations of boaters. We want to surprise you, delight you, make you proud—and keep you safe. So your fishing experience just keeps getting better and better.

Quality, reliability, and performance are in Princecraft®'s DNA. That means materials, manufacturing methods, and products you can count on and get excited about. Princecraft® is a great big family of talented, dedicated people who are always willing to work hard and innovate to give you more.

Life moves fast these days. So it's really important to take time to get away from it all. That's where we come in. We're sure our boats will exceed your expectations.

On behalf of the entire team, I would like to thank every owner of a Princecraft® boat, our dealers, our suppliers, and everyone who plays a part in Princecraft®'s success.

We're excited to go above and beyond with you!

Rodier Grondin, president



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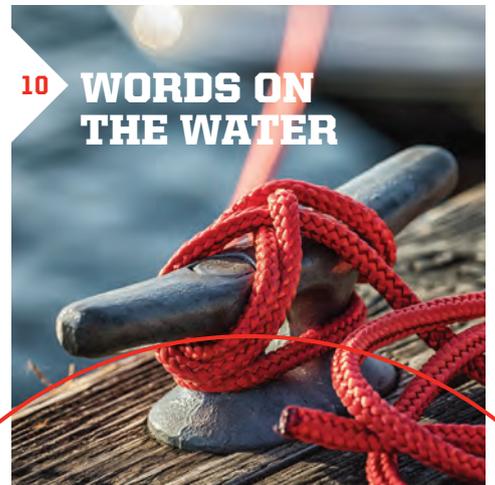
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SUMMARY

A new angle

Her eyes sparkle when she talks about it. She has a growing list of catches and species under her belt. She loves to pick out different lures and jigs. To hear her talk, you'd think she was born on a fishing boat. But Marie Véronneau tossed her first line in the water in the spring of—wait for it—2017. And she hasn't looked back. Read on to meet a sportswoman who's the real deal.

When we approached her to ask about her new pastime, Marie Véronneau didn't hold back. Like us, she's proud to point out how many women are involved in sport fishing in Quebec. And we can see why she took to it so fast. As an elementary school teacher and mother of three, Marie has always been active. She likes the water, swimming, walking, and trampolining. She loves to learn and thrives on trying new things. But people were still surprised when they heard about her new passion. "I don't come from a fishing family. I was never really immersed in it," the 49-year-old says right off the bat. So how did she get hooked?

A THIRST FOR ADVENTURE

When we ask her that question, Marie answers that fishing is no ordinary sport: it's a treasure hunt. She likes the surprise factor, outwitting the fish, finding the right lures for the type of water and the time of day, and trying to figure out why the fish are biting or not on a given day. She could have just taken up fishing as a hobby. But, like everything she does, she went all in. She starting reading, researching, and talking to the pros. It's fascinating to hear her tell how she picked an old lure based on what she saw in a fish's belly. While fishing can be a game of chance at times, it is also definitely an art!

“I think people who love to fish are happy to know that women are interested in the sport too.”

› Marie Véronneau



GEARED UP FOR SUCCESS

Marie and her partner Robin are lucky enough to be able to go fishing whenever they like. They live in Charlemagne, in a waterfront condo, and they can fish right in and around the river. Marie often takes their boat, a 2016 Hudson DLX, out on her own. What does she like about it? “A lot of things. It’s versatile. It has a huge platform in the back, a livewell, space for a bicycle seat if we want, a swimming ladder, an electric motor. It’s got everything!”

Often the people that Robin and Marie run into in the port are impressed with their gear. But Marie’s enthusiasm is also infectious. “A lot of times when people realize that I know about it too, they tell Robin he’s lucky. I think people who love to fish are happy to know that women are interested in the sport too,” she says.

DREAMS JUST A ROD’S LENGTH AWAY

Marie has had a blast exploring all the different fishing methods and different kinds of waters in Quebec. She fishes for walleye, lake trout, pike, and bass. Next on her list? Sturgeon. She works hard to achieve her fishing goals, sometimes not coming home from an expedition until the wee hours of the morning. We’re very curious about the little notebook she keeps with the details on all her catches. But every good angler likes to keep some things secret, and Marie is no exception!



Whether the fish are few and far between or jumping into the boat, Marie Véronneau is ready for the epic adventure of pursuing her dream. It may lead her into Gaspésie or even Alaska. “I want to pass my love for it on to my children, my students, and my friends. I like introducing people to the joys of fishing. And there’s still so much to explore!” Wherever her fishing dreams take her, Marie’s definitely got a good angle.

Lightning Q&A

- 1 Favorite fish to eat: **Walleye**
- 2 Funny/unusual moment: **Robin gave her a box of lures for Christmas and she was thrilled!**
- 3 Fishing mentors: **Stéphane Monette and Mathieu Dansereau**
- 4 Where she shares her best fishing stories: **Her Instagram account**
- 5 Does she fish in winter? **You bet! She loves having multiple lines to watch!**



PRINCECRAFT® PRESENTS

A TRUE FISHING STORY

One year ago, Christian Beaudry became the happy owner of a brand new white Nanook 168, a fishing boat from our DLX series. After waiting all winter, the Longueuil resident put his boat in the water for the first time on May 11, 2018. And that day, in the St. Lambert locks on the St. Lawrence River, was his lucky day!

ONE TO REMEMBER

Christian Beaudry remembers it like it was yesterday. It was very cold that morning. He was all bundled up, unlike his friend Benoît who was with him. As always, he was using a tube lure, with one of his homemade sinkers. Bass were tickling the anglers' lines, but since bass season wasn't open yet, the men were about to change locations. That's when luck struck: a 71-centimeter walleye chomped on Christian's line. It's still the biggest walleye he's ever caught.

SHARING A LIFELONG PASSION

Gaspésie native Christian Beaudry has always been wild about fishing. But his Nanook is the first fishing boat he's ever owned, and he's proud of it. "I'm crazy about my boat. And I share it with everyone!" he says, even making time to take his elderly neighbors out on it.

You might think the 71-centimeter walleye is his most prized accomplishment, but you'd be wrong. "When I take people out on my boat and they tell me it's the best day of their life, that they're in heaven—now that's the best reward!" Beaudry smiles.



PRINCECRAFT®

WORKING TOGETHER TO MAKE THE WORLD BETTER!

IN THE COMMUNITY



Princeville is more than just part of our name—it’s part of our DNA. So of course we make it a priority to get involved in our community. We encourage Princecraft® employees to give back by volunteering for causes they care about, from health and wellness to sports, education, and the environment.

“Encouraging our employees to volunteer in the community is a win-win. The program boosts engagement, performance, creativity, and motivation, and it’s also a way for us to help our local non-profits by giving them access to new resources,” explains Christine Monfette, Princecraft®’s director of human resources.

Our employees volunteer over 200 hours their time every year. Top events include Le Grand Défi de Victoriaville, the Noël du Pauvre telethon, Princeville’s Festival du Cheval, and more. There’s a cause for everyone!

THE MORE YOU GIVE, THE MORE YOU GET

Princecraft®’s volunteer program is straightforward: employees who give 12 hours of their time over the course of a year get a day of paid leave. But most don’t stop at 12 hours! “For a lot of our staff, volunteering is a chance to expand their networks, build relationships with colleagues, and even learn new skills,” adds Ms. Monfette.

The benefits go far beyond just a day off!



KEEPING FURRY FRIENDS **SAFE ON BOARD**

Your pet is part of the family. Naturally you don't want your dog or cat to miss out on your adventures! But what about when your next adventure involves a boat? Here are some safety tips for bringing your pet onboard.



TESTING THE WATERS

Before you take your pet out for their first boat ride, it's a good idea to give them some time to get used to the new floating environment. Start by bringing your pet onboard when the boat is docked or anchored. That will give them a chance to adjust and you a chance to observe their behavior. Just like people, pets can get nervous or seasick out on the water.



LIFE JACKETS

Whether or not your pet can swim, we strongly recommend putting a life jacket on them whenever you go out on the water. Lakes and rivers are different than pools, and your pet would probably tire faster when trying to swim in waves or against a current. They might also try to hold onto you and make it harder for you to swim to the surface in the event of an accident.

The good news is that there are tons of animal life jackets available to keep your furry friend afloat if they get tired. Some come with a handle you can use to pull your pet out of the water.



ONBOARD

Bring food and water for your pet, just like you do for the humans onboard. **Animals can get heat stroke too.** They should drink three or four times as much water as usual when they're out in the sun.



! QUICK TIP

Keep a square of artificial grass in a corner of the boat for when nature calls.

WORDS ON THE WATER

GLOSSARY OF BOAT TERMS

The word “boat” comes from the Old English “bat,” so needless to say it’s been around a long time! There’s no doubt that boats have evolved quite a bit from those used by our early ancestors. Many of the parts of today’s Princecraft® boats have somewhat more complex names. Learn more (or refresh your memory) with this little glossary!

› BAIL

To empty water from a boat using a pump or a bailing scoop.

› BEND

Attach the chain to the anchor.

› CHINE

Angle where the bottom of the boat meets the sides. Princecraft® uses a double reverse chine for increased stability.

› CLEAT



Used to tie a rope to the side of the boat. Can also be found on docks.

› GUNWALE



Also spelled “gunnel,” the way it’s pronounced, the gunwale is the top

edge that goes all around a boat. It provides reinforcement and is also used to install fishing implements.

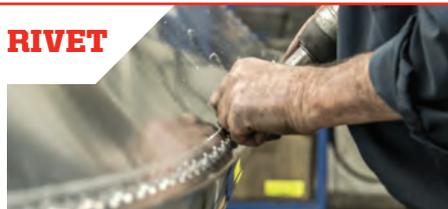
› HULL

The main structural component of the boat. Outer shell that provides flotation and keeps water out.

› KEEL

The lowest part of the boat, the keel stabilizes the vessel. It is a structural piece that runs along the boat’s centerline, around which the rest of the skeleton is built. Princecraft® boats have a central keel in H36 aluminum that runs from the aft to the middle of the boat.

› RIVET



Fastener used in boat building that is a small cylindrical shaft with a head on one end. Riveting is the most reliable assembly method ever invented.

› STEM



The forward-most part of the boat’s hull.

› TRIM



Angle between a watercraft’s longitudinal axis and the horizontal plane. The craft’s attitude on the water. It can be adjusted up or down.

› WAKE

Bubbles and waves that a moving boat leaves behind it.

› WATERLINE

Where the surface of the water meets the hull of the boat, the line between the painted keel and the superstructure.

A FEW GOOD TOOLS...

OUTSIDE YOUR TACKLE BOX!



From blogs to websites to magazines, there's a wealth of useful content out there to help you learn more about the sport, fine-tune your technique, and plan your next adventure! To help you navigate the crowded waters, here is a list of Princecraft®-approved resources for beginners and seasoned fishers alike.

1

› THE TAKE ME FISHING BLOG

Inspiring and educational blog posts from experts along with fishing tips and personal stories. This well-rounded blog will introduce you to new fishing techniques, pleasure boating resources, and more.

TAKEMEFISHING.ORG/BLOG/

2

› FISHERIES AND OCEANS CANADA

Like all sports, fishing has its own rules and regulations. The official site of Fisheries and Oceans Canada has an entire section devoted to recreational fishing. This is your go-to Canadian resource for everything from fishing licenses to catch-and-release, fishing seasons, and catch limits. You'll also find info on Canadian fish species and more.

DFO-MPO.GC.CA

3

› FISHIPEDIA: FIND YOUR DREAM DESTINATION!

The possibilities are endless! From the Alaskan wilderness to the Florida Keys, embark on a quest for your idyllic fishing spot. Fishipedia is the perfect place for finding your next exciting adventure or learning about unusual places. See how people fish around the globe and join in the conversation with people who share your interest around the world.

FISHIPEDIA.COM



NEW FOR 2019

2019 FLY YOUR COLORS!

Check out this year's new colors from Princecraft®! From carpet to vinyl, interior to exterior, you're sure to find the perfect combination that suits your boat—and turns heads out on the water.

NEW MODELS!



HUDSON 170 DLX WS



HUDSON 170 DL WS

- › Shorter
- › Exceptional performance
- › Same great features



A FRESH TAKE ON THE SPORT 172!

- › New ski tow bar
- › New flip-up rear bench seat, lighter = better
- › More storage space