

PRINCECRAFT

DOMINATE THE WATERS

2013 PONTOON AND DECK BOATS

PONTOONS
DECK BOATS

**NEW 2013
MODELS**

PERFECTION
in Vogue



**POWER,
ENDURANCE, and
PERFORMANCE**



By way of introduction...

INSTANT FREEDOM



In front of the Château Frontenac, a landmark in his native Quebec City.

> Why opt for a Princecraft pontoon or deck boat? Because it's the fastest route to freedom, even when you only have a few hours to spare. Climb aboard and in seconds you're on vacation—5-star style!

If you're not convinced, check out our new Vogue series on pages 10 magazine and 38 catalogue. Discover supreme comfort and a pioneering concept inspired by automotive design. And that's just one example of this year's innovations.

Our 2013 lineup is sure to please because 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!

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.

With Princecraft, you get reliability, durability, and safety you can depend on. Not to mention the ultimate in comfort and... instant freedom.

Donald Dubois,
President



PRINCECRAFT

princecraft.com
1 800 395-8858

President

Donald Dubois

Marketing team

Jean-Philippe Martin-Dubois
Stéphane Turcotte
Stéphane DeBilly
Carole Côté
Anik Martel

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 Aluminum Fishing Boats,
our new magalogue



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COMFORT



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

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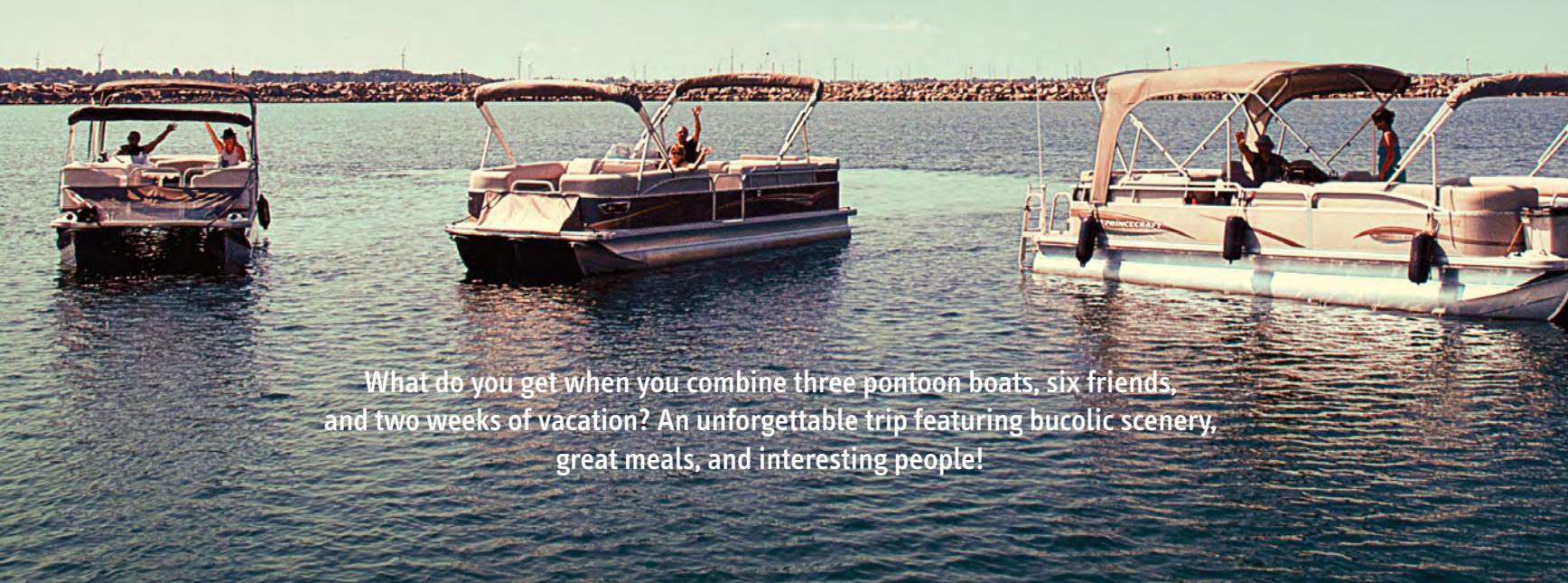
*Take to the
water in
**complete
safety***



New
**2013
models**

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Cruising in COMFORT

A photograph showing three Princecraft pontoon boats cruising on a calm body of water. The boats are white with tan canopies and are moving from left to right. The background shows a distant shoreline with some buildings and a clear sky.

What do you get when you combine three pontoon boats, six friends, and two weeks of vacation? An unforgettable trip featuring bucolic scenery, great meals, and interesting people!

“I DIDN’T EVEN KNOW YOU COULD SLEEP ON A PONTON BOAT BEFORE I MADE THIS TRIP. BUT WITH THE CAMPER ENCLOSURE AND ALL THE EQUIPMENT ON OUR PRINCECRAFT, WE CAN TAKE OFF FOR SEVERAL DAYS IN TOTAL COMFORT.”

Seated at a table in a small Kingston bistro, Yoland Melançon is set to weigh anchor the next morning with a group of friends for a 16 day trip on the Trent-Severn waterway. The canal was built in 1833 for commercial navigation between Lake Ontario and Lake Huron. Today, it’s mainly pleasure craft that wander its 383 km of interconnected rivers and lakes.

The group plans to travel as far as Lake Simcoe before returning to Kingston. There are seventy-eight locks on the agenda, an aspect of the journey that designated team captain Luc Dupuis loves. “I like the locks because you meet interesting people, and lock-keepers always have great stories to tell!” Luc has some stories himself. As a seasoned navigator, Luc has driven a variety of boats with his wife Jocelyne, sometimes for several months at a time. But he particularly likes his Princecraft pontoon boat, a Versailles 25 2012. “This is my third. The first was a 1990 model that my father gave me. Like him, I’ve always had Princecrafts. Why? Because they’re quality boats. We’ve had lots of opportunities to test them out...”

The love affair with Princecraft is more recent for the other two couples on the trip. Three years ago, Yves Beudet wanted to surprise his wife. “We scheduled a week’s vacation and Lorraine thought we were going by motorcycle. But instead, we travelled—on a pontoon boat!” For the two restauranteers who get up at dawn seven days a week, the boat is an oasis of calm. “When we climb aboard our pontoon,” says Lorraine, “I RE-LAX. It’s a real vacation where we can take the time to enjoy life. It’s great!”

But even on vacation, the chef never abandons her pots. Once a chef, always a chef, especially when the guests are friends. So Lorraine reorganized the pontoon to make cooking a breeze. Pantry, utensils, cooking equipment, everything has its place. And since a good meal calls for a good bottle of wine, she converted the space under one of the armrests on her Versailles 2007 into a wine cellar. Clever indeed!

A typical day on the trip would start with breakfast in one of the delightful marinas along the canal. Since all three boats usually were tied up side by side, the friends could eat together by simply opening the curtains and removing the canvas. After breakfast they would weigh anchor and travel 20 to 120 km, through up to a dozen locks before arriving at the day’s destination—another marina—around mid-afternoon. There they would enjoy a swim, visit one of the tourist attractions, or stretch their legs by exploring the area. Dinner was often grilled on the barbecue since the weather stayed hot and beautiful throughout the trip. Then it would be time to slip into a comfortable bed and be rocked gently by the waves under a starry sky.



There were a lot of people at the Peterborough lock that day so Yves and Lorraine's pontoon had to go through sideways!

“No two days were alike,” concludes Luc Dupuis. “We just took things as they came, that’s the beauty of pontoon travel.”



Barbecue supper at the Trenton Marina, after travelling 113 km on Lake Ontario.



GOOD TO KNOW

There are numerous marinas dotted along the Trent-Severn Waterway. Considering how busy they get in the summer, it’s best to reserve your slip. You can also spend the night near the locks where there are docking areas and campgrounds. Prices are reasonable, but you have to have a permit and get there early, cause it’s first come, first served!

For more information go to www.trentsevern.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 all Princecraft pontoon and deck 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!



Sylvain Fortier, supervisor - shipping (pontoon & deck boats plant)



Christian Marcoux, foreman (pontoon & deck boats plant) and Denis Guillemette, superintendant (pontoon & deck boats plant)



Danny Gallant, naval architect and Yvon Gosselin, R & D supervisor

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 or via our Facebook page.

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



PRINCEVILLE AREA

- AXIS CUTTING PRO**
Cutting of wood and plastic parts
- WES INDUSTRIES**
Rotomolding of parts
- REMEQ**
Manufacturing of customized trailers
- VERALEX/PRELCO**
Windshield manufacturing
- ANP**
Manufacturing of tops and padding

- RECNAU**
Carpet and vinyl deck covering
- FIBRO SYSTEME**
Manufacturing of fiberglass parts and pontoon consoles
- RD LETTRAGE**
Production of decals
- MODÉLERIE GLT**
Manufacturing of rotomolded and thermoformed part molds
- FONDALCO**
Molding of aluminum parts

MONTREAL AREA

- MIRAZED**
Decal printing
- METRA ALUMINUM**
Manufacturing of extruded aluminum parts
- GCS**
Manufacturing of dashboards
- ONTARIO**
- DAJCOR (Chatham)**
Manufacturing of extruded aluminum parts

TROIS-RIVIERES

- ABSOLU**
Production of the magalogue you are holding

QUEBEC AREA

- PLASTIQUE ART**
Molding of thermoformed plastic parts
- SOLISCO**
Printing of magalogues and marketing tools

SHERBROOKE

- DÉFI SM**
Electric wiring and polishing of aluminum parts

Mont-Tremblant IronMan

POWER, ENDURANCE, and PERFORMANCE



SUNDAY, AUGUST 19, 6 A.M. LAKE TREMBLANT QUIETLY SLEEPS BEHIND A VEIL OF MIST. ON THE SHORE, AN ARMY OF VOLUNTEERS ARE GETTING READY FOR THE MONT-TREMBLANT IRONMAN.

In a few minutes, 2,200 athletes from 50 countries will plunge into the water for the first leg of this superhuman competition. On the agenda: a 3.8 km swim, a 180 km cycling race, and a 42.2 km run (the equivalent of a marathon!). The top athletes will eat up the 226 km in less than 9 hours; others will take up to 18 hours to complete the course. Talk about superhuman!

Pierre Plouffe is co-founder of the nautical center that bears his name, located at the foot of Mont-Tremblant. He is in charge of setting up the course for the IronMan swimming competition. His team of lifeguards, divers, kayakers, and drivers of the boats for the medical staff are hard at work assisting race safety officials. "It's complicated because there are a lot of people in the water at the same time. We can't let anyone out of our sight, and if there's a problem, we have to act fast."

To act fast, you need good boats. Since its founding in 1993, the Pierre Plouffe Nautical Center has always had Princecraft boats in its fleet. "We partnered with Princecraft from the very beginning. They've helped us

a lot over the years, including at the IronMan competition." Local boaters seem to share his trust. Many of the spectators excitedly awaiting the departure of the swimmers are sitting in Princecraft boats.

One of the boats stands out from the rest—it's the Princecraft photo-boat. Fitted with a special platform, this deck boat provides an ideal angle for cameramen and photographers. There's a hard and fast rule during the competition: not a single wave must disturb the athletes' course. But even at the prescribed distance, the photoboot is the best spot to experience all the excitement of the race and its passengers are the envy of all!

But there's another popular boat on Lake Tremblant. "We call it the Princecraft VIP pontoon," explains Pierre Plouffe. "We use it to take out coaches who want to examine the course, as well as foreign VIPs, and local, national, and international journalists. We use it at events throughout the summer. People love it."

Back to the course. Just as the sun's first rays appear, the gun fires and a wave of swimmers wearing blue swimming caps dive into the lake. Their precise, powerful arm movements cut through the water with incredible energy. One thing's sure—Lake Tremblant isn't sleeping anymore.

A champion at the helm

At 63, Pierre Plouffe has been a world water skiing champion, Canadian champion, Olympic athlete, and coach of the national team, which he led for about ten years.

When he won the 2010 World Championship in Italy, there were 70 competitors in his category. But Pierre was the only one over 60. "People have talked about creating a 60 and over category, but I'm not interested. What's the point of being on the podium if everyone else is too?" Just as committed as he was 50 years ago, Pierre Plouffe trains every morning. Watching him go through his jumps and exercises with such ease, it seems clear that he'll still be champion for a while yet.



ABOUT THE DURABILITY OF PRINCECRAFT BOATS

"We've had one pontoon at the aquatic center for 12 years. Every year, someone wants to buy it. But why sell? We still use it and it's working great, even though it's on the water 500 hours a year, driven by lots of people."

Pierre Plouffe



"As long as I'm involved with the nautical center, we'll stick with Princecraft. They're a great partner."

Pierre Plouffe, co-founder of the nautical center and world waterski champion

NEW FOR
2013

PERFECTION *in Vogue*

Think all pontoons are created equal? Think again! Already No. 1 in the industry, Princecraft has raised the bar again with its new Vogue Series.



With its APS (Advanced Premium Styling) design, exclusive to Princecraft, Vogue Series has reinvented the high end pontoon, taking a cue this time from the automobile industry. Thanks to a new manufacturing technique, the rails have been replaced by full height exterior extruded panels that extend into the molded fiberglass and acrylic fore section, which is equipped with a halogen docking light and supplementary LED lighting. The result? Even more robust construction and an incomparable look.

The interior has also been redesigned. For example, by moving the gas tank to the motor pod under the pontoon, Princecraft designers have created a space for a compact, functional privacy enclosure. Some models come with a folding seat, additional storage space, and a rear reclining padded sundeck. And additional LED lighting adds to the pontoon's cozy atmosphere at night.

The Princecraft touch can be seen in a myriad of details, like the stainless steel handles, fiberglass helm console, and super-strong teak-look vinyl swim platform. But it's the XT models that are the ultimate in comfort, thanks to their extra-wide upholstered unit with integrated armrest. Your dream chaise lounge where you can lie rocked by the waves...

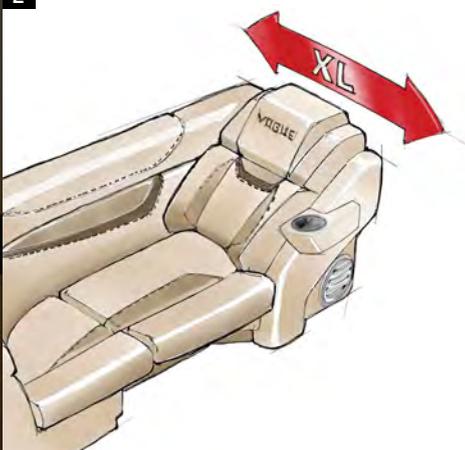
THE NEW VOGUE SERIES COMES IN FIVE MODELS. FOR MORE INFORMATION, SEE PAGE 38.



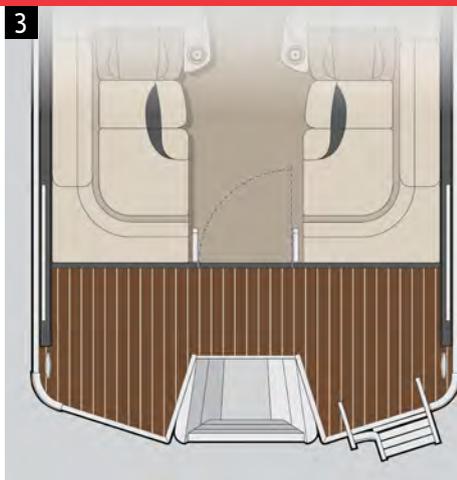
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1. The robust design of the new molded fore section is inspired by the automobile industry.
2. The ultimate in comfort: the new extra-wide upholstered module on XT models.
3. The rear swim platform combines the refined look of teak with the durability of high quality vinyl.
4. The towing tower is optional on all models.
5. The optional toilet on slider is available on all models. Here it's built into the upholstery on an XT model.

2



3



4



5



Overall superior design

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 or the tubes. 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

3 LAKES TO EXPLORE

BRAS D'OR LAKE (NS)

It's not surprising that UNESCO added Bras d'Or Lake to its prestigious world network of biosphere reserves. With its hundreds of idyllic bays and islands and its superb anchorages, Bras d'Or Lake is one special place. This inland sea in the center of Cape Breton Island is one of the favorite haunts of the bald eagle. Watching them soar and dive for prey is a show in itself.



OKANAGAN LAKE (BC)

Travel the Okanagan wine route in a different way by boating down Okanagan Lake, in the valley of the same name. Cruise past wineries and take in the splendor of the surrounding hills with their cornucopia of colorful fruit—everything you need for an unforgettable picnic on the water in the comfort of your Princecraft. Cheers!

LAKE MANITOBA (MB)

In the southern part of this former glacial lake, which stretches over 200 km, you can explore turquoise lagoons, admire impressive limestone cliffs, and navigate a chain of pristine islands. Some of them, like Manitou Island, have been breeding legends for centuries. So keep your eyes open. You might see Manipogo, the lake monster said to haunt the lake's waters.



TERRIFIC TRAILERS

Princecraft is the king of the trailer world because each pontoon or deck boat model 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.

AREN'T PONTOONS HARD TO TOW?

This is one myth that just won't go away. Yet with the right equipment, it's very easy to take a pontoon out of the water and to tow it. Although a pontoon may look bigger, it's not necessarily heavier than other boats. In fact, it's even lighter than a fiberglass boat of the same length. Each Princecraft pontoon comes with a custom-made trailer specially designed to simplify your life when pulling your boat out of the water. So go ahead and hit the highway with your pontoon. It's a great way to explore new lakes and rivers.



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!



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

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
National Boating Safety School
www.safeboatingcourse.ca

**FOR US
REGULATIONS,**

please refer to the
following Website:
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

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 pealless 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

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.