

PRINCECRAFT®

DOMINATE THE WATERS™



DESIGN AND PERFORMANCE

PONTOONS

+ DECK BOATS



2017

Introducing Our
NEW MODELS



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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.

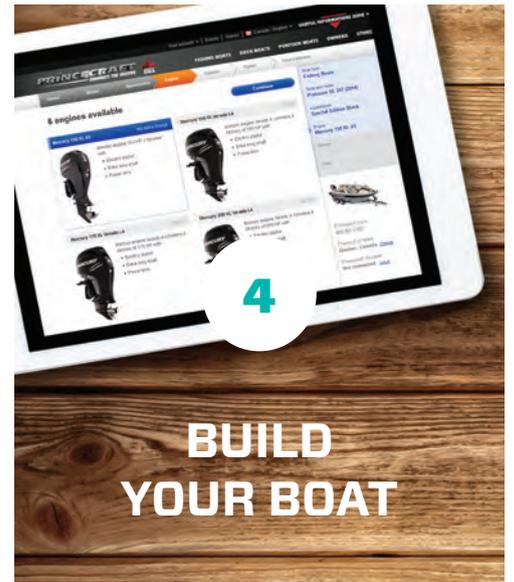
In 2017 our boats will dominate the waters more than ever!

Steve Langlais
President

SUMMARY



**SOMETHING
NEW**



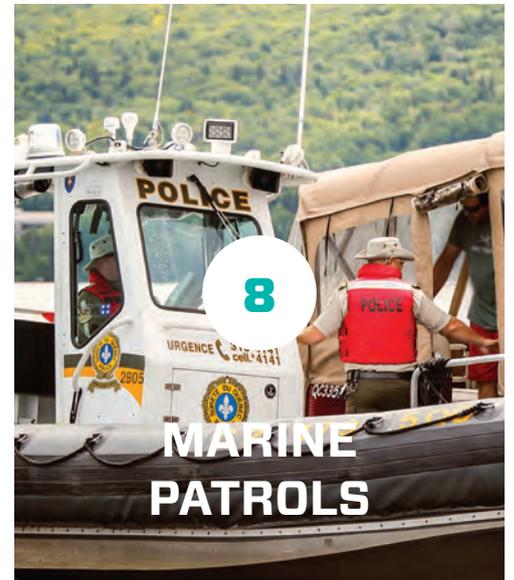
**BUILD
YOUR BOAT**



**A SEA-GOING
PONTOON**



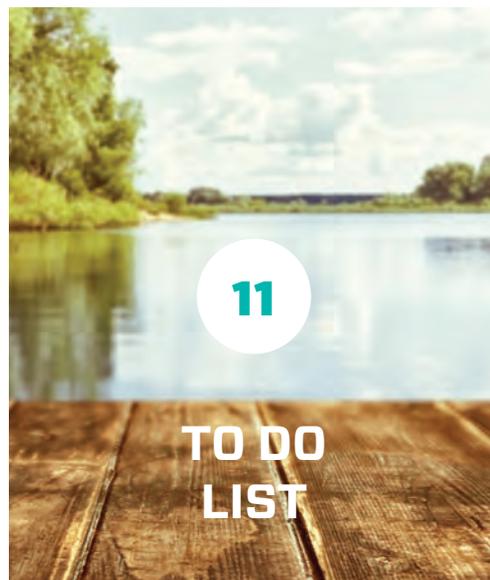
**MARINE GRADE
ALUMINUM**



**MARINE
PATROLS**



**SOME
CONFESSIONS
TO MAKE**



**TO DO
LIST**

13

**NEW
MODELS
FOR 2017**



THE MULTIFUNCTION DISPLAY: **YOUR CONTROL AND ACTION HUB**

How would you like having all your instruments displayed on a screen that's smaller than 6 inches? The new multifunction display available on Vogue Series boats gives you an ultra-functional, high-tech control room providing all the information you need to navigate efficiently.

EFFICIENT! Have your bathymetric charts, sonar, and radio at your fingertips, not to mention underwater photos, infrared cameras, night vision cameras, and more!

INTUITIVE! Access all your applications on an intuitive interface designed for easy, instinctive navigating!

CONNECTED! Use your Wi-Fi even up on deck! Access your interface quickly and easily on your smartphone or tablet via Bluetooth technology.

LUMINOUS! Get a bright, back-lit screen with technology that makes it easy to read even in full sunlight.

JUMP INTO ACTION!



DESIGN YOUR SUMMER!

BUILD YOUR DREAM PONTOON!

CHOOSE YOUR STYLE:

www.princecraft.com/build-your-boat

A SEA-GOING PONTOON

PRINCECRAFT MAKES WAVES ALL THE WAY DOWN TO MIAMI

WHETHER FOR A ONE-DAY OUTING ON LAKE TAUREAU IN QUEBEC OR A CRUISE IN THE SOUTH ATLANTIC, STÉPHANE'S *VOGUE 27 SE* IS ALWAYS READY TO TRAVEL. HERE'S THE STORY OF STÉPHANE'S IMPRESSIVE TRIP ABOARD A PONTOON THAT REALLY TURNS HEADS WITH ITS DESIGN AND VERSATILITY. →



Each year when the first snowflakes fall, Stéphane flees the cold weather to take advantage of Florida's warm climate. But forget the typical snowbird beach scene. Since 2011 our maritime music lover has been sailing his pontoon, with friends and family aboard, to the Miami Ultra Music Fest to groove to the sounds of the world's top DJs.

Under the warm Florida sun, Stéphane does what many boaters thought impossible: He takes his Canadian pontoon to sea. From Fort Lauderdale to Miami, his Princecraft glides peacefully down the densely populated coastline, two kilometers out to sea, and transforms into a platform where the pleasure of spending time with friends and sharing special moments is top priority.

To reach the sea, Stéphane's pontoon has to navigate Fort Lauderdale's canals leading to the Atlantic. "We love to show off this new way of using a Princecraft to our friends from Quebec! We hug the coastline down to the marina in Miami, which takes about an hour and a half. On the way, you can see dolphins, sharks, and sea turtles. It's amazing to see the abundance of marine life down there, especially when it's so different from what we've got up north."

When Stéphane and his friends arrive at the Bayside Marina in Miami, they find themselves directly downtown. The marina is well set up for pontoons and is just a few steps from the Ultra Music Fest, which

attracts over 90,000 music lovers from around the world every year. "From noon to midnight, we can watch the biggest names in electronic music. The DJ we liked the best was the legendary Tiesto. He's not number one for nothing!"

"WITH EXPERIENCE, WE GET BETTER AND BETTER ORGANIZED."

Navigating off the Florida coast does require certain precautions! Stéphane is aware of that and does everything he can to ensure a safe trip. In the fall, before the trip, he gets his boat's mechanics checked out. He also had to search far and wide to find an insurance company willing to insure his boat south of New York State.

Once at his destination, Stéphane leaves no stone unturned to make sure his group is safe. "Navigating at sea is very different, and checking the weather forecasts before setting out is crucial. Apart from rain and storms, you have to pay attention to the winds and tides. We take no chances. When there's a southerly wind blowing at over 15 km/h, we don't go out to sea because the cross-wash can get pretty big. If there's wind when the tide is going out, you get a huge swell that moves up the canals and makes the current too strong." However, Stéphane is



reassured by his Princecraft's tubes, which are really stable. The boat is strong and maneuvers well, so Stéphane is confident.

As for maintenance, salt water affects the boat's aluminum hull and white deposits can build up. However, a thorough cleaning with fresh water and a wipe down after each outing will keep a Princecraft beautiful and in good condition for years.

“PRINCECRAFT TURNS HEADS”

Pontoon-style boats are still quite rare on the nearly 100 miles of winding canals along the coast. “On the road down south, our pontoon always attracts compliments. People are curious to know the pontoon's brand and where Princecraft boats are made. They're astonished to find out that it's not an entirely custom-made boat and that I bought it as is.” In fact Stéphane only personalized the designs on the sides.

At the Bayside Marina, Stéphane had an intriguing encounter.

“One day at the marina, an Englishman with a huge yacht that must have set him back millions waved me over to join him. My Princecraft had caught his eye and he wanted to find out all about my boat. I gradually understood that he wanted a Princecraft for his collection of small boats he keeps on his yacht!”

Stéphane loves his Vogue a little more every year and with every trip. “My pontoon is so versatile. We can spend time with family and friends, enjoy our afternoons and evenings, water ski or wakeboard. We can do everything, whether on Lake Taureau or the St. Lawrence River, and even at sea. We work our pontoon hard, but we love it.”

REPRODUCE THE ELECTRO AMBIANCE of the *Ultra Music Festival* on your pontoon this summer!



AVICII – STORIES

We like it for: Its wild electro—and sometimes poppy—sound
Perfect for: Speeding along in a Vectra



CARIBOU – OUR LOVE

We like it for: Its 100% Canadian, easy-to-dance-to beat
Perfect for: An afternoon in the sun on a Jazz



KYGO – CLOUD NINE

We like it for: Its slow electro beat and sweeping soul sound
Perfect for: An extra-special fishing trip on a Sportfisher



ROBIN SCHULZ – SUGAR

We like it for: the fusion between pop sound and electro music
Perfect for: Dinner with friends on a Quorum

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 and tubes.

H36

MARINE GRADE
ALUMINUM

25% stronger
than the aluminum
used by the
competition

30% lighter
than fiberglass

DOMINATE THE WATERS

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.



HOLD EVERYTHING! YOUR DEALER HAS SOME CONFESSIONS TO MAKE.

So here you are. With your brand new Princecraft catalogue in hand, you're ready to visit your dealer's to find the boat that's just right for you. But before you do, keep reading to find out what your dealer has never dared tell you.

INFORMATION COURTESY
OF **MARTIN BÉRUBÉ**,
*Princecraft prostaff member
and pecheenligne.net*

CONFESSION #1: SOME TIMES ARE BETTER THAN OTHERS FOR BUYING A BOAT

Although you can buy any model of Princecraft pontoon or boat all year long, there are better times than others to shop for one. February is a perfect time because not only do you get to dream about summer, it's also boat show season. Boat shows are a good place to check out a wide range of models, evaluate your needs, dream a bit, and talk to the experts. What's more, many dealers offer great promotions. But don't wait till the last minute because the boats on sale tend to get snapped up on the first evening.

CONFESSION #2: PRICE IS NOT THE FIRST THING YOU SHOULD LOOK AT

Even though some dealers may offer better prices than others, price should never be your

first concern. You should first ask your sales representative to guide you toward the boat that best meets your needs based on how you want to use it. So choose a sales rep you can trust and who offers you impeccable service, and ask lots of questions. Of course, the price is important, but great after sales service is even more important!

CONFESSION #3: MOST PEOPLE WHO COME INTO THE STORE TO BUY A SPECIFIC MODEL LEAVE WITH A DIFFERENT ONE

Some customers come very well prepared and know exactly what they want before even setting foot in the store. They have usually already created their boat using the interactive Build Your Boat module at princecraft.com. However, most of these customers leave with different model. Why? Because they often don't really know what they're looking for. Many people also have an overall budget in mind, but haven't thought about how they're going to finance their purchase. It's now possible to spread your payments over a longer period at very low interest rates. All of a sudden, the boat of your dreams becomes even more affordable than ever. Just think about all those great features!

CONFESSION #4: BOATING IS NOT AT ALL LIKE DRIVING A CAR. YOUR BOAT MAY INCREASE IN VALUE OVER TIME.

Did you know that some people who bought a new boat two years ago have seen its value go up instead of down and can sell their boat for almost the same price they originally paid for it. In most cases, Princecraft pontoons and deck boats have the best resale/exchange value on the market.

CONFESSION #5: MANY OF OUR CUSTOMERS BUY A BIGGER TRUCK WITH A VIEW TO PURCHASING THE BOAT OF THEIR DREAMS.

It's an important thing to think about! Even though the aluminum that goes into a Princecraft is 30% lighter than fiberglass, your trailer and pontoon are quite heavy. So you need a vehicle that can tow a heavier load. Often our customers ask us for advice on buying a truck before they even buy their pontoon or deck boat. So what comes first, the truck or the boat?

LIST OF THINGS TO DO IN THE SPRING

MOTOR AND FUEL

- Check the oil level in your motor.
- Check the level of the power steering fluid.
- Check the rudder fluid and coolant levels.
- Change the oil and oil filter.
- Make sure the motor is working properly.
- Make sure that the fuel supply system is air tight.
- Lubricate the propeller shaft and threads with water-resistant grease.

HULL AND HOLD

- Inspect the propellers and the hull for bumps, cracks, or dents.
- Clean the hull, deck, and amenities.

EQUIPMENT AND ELECTRICAL SYSTEM

- Is your boat registration up-to-date? In Canada, your boat registration expires after 10 years.
- Inspect and reinstall all the equipment you keep on the boat: life jackets, fire extinguishers, first aid kit, emergency flares, etc.
- Make sure the batteries in your flashlight are working.
- Put all the electronic equipment back in place.
- Install the battery and check that it holds its charge.
- Check that all electrical connections are clean and well tightened.
- If you find any rust, replace the parts.
- Remove the battery post collar and clean the posts with a metal brush.
- Check the belts and replace any that are worn.
- Inspect the protective sheath on the wiring.

DON'T FORGET YOUR TRAILER!

- Is your registration up-to-date? Do you always have it with you?
- Are the rollers and bow guards in good condition?
- Are the wheel bearings in good shape?
- Is the winch clean and lubricated?
- Are the tail lights working properly?
- Are the tires at the right pressure?
- Are the safety chains still safe?
- Does your trailer need a touch of antirust paint? If your trailer is made of galvanized steel, you can forget that last step!

***The following lists contain the main things to check when doing annual maintenance on your boat. Before storing your boat or preparing it for the season, you should check the manual you received when you bought it and read the manufacturer's recommendations. If you don't think you can handle all these tasks yourself, hire a professional.**

**ONCE YOUR BOAT'S IN THE WATER,
YOU'LL BE FINE AND FANCY FREE.
HAVE A GREAT SEASON!**

LIST OF THINGS TO DO IN THE FALL

MOTOR AND FUEL

- Disconnect the fuel supply. Start the motor using a flusher kit and run it to a complete stop to prevent deposits.

- Don't forget to reconnect the fuel supply once you're done.

- Wash the outside of the motor with soap and water and rinse thoroughly.

- Lubricate the sides of the cylinders and the pistons with spray-on oil.

- Apply water-resistant grease to the propeller shaft and threads.

- Change the gear oil in the lower gear case.

- Lightly lubricate or polish the outside surfaces of the motor.

- Fill each fuel tank to maximum capacity to prevent condensation during winter.

- Add gas conditioner to keep the gas in good condition during the winter.

- Replace the fuel filters and the fuel/water separator.

EQUIPMENT AND ELECTRICAL SYSTEM

- Remove, inspect, and store in a dry place all the equipment you take out of your boat: life jackets, fire extinguishers, first aid kit, emergency flares, etc.

- Remove all electronic devices and store them at home.

- If you can, add a smart charger to your battery to increase its lifespan.

HULL AND HOLD

- Check that the hull and hold are clean and dry.

- Remove oil stains with soap and hot water.

- Spray on a water-resistant lubricant and add a little antifreeze to prevent water from freezing in the pipes (e.g., in the livewell).

- Pressure wash the hull.

- Clean the water intakes.

- Open the valves to drain out all the water.

- Apply a good coating of wax to the hull.

STORE YOUR BOAT IN A DRY PLACE.

UNTIL NEXT YEAR!



DID YOU KNOW?

Maintenance on your boat should be done at least twice a year? Here's a checklist of things to do at the beginning and the end of the boating season. Tear off this list and keep it safe.

