

PRINCECRAFT®

DOMINATE THE WATERS™



2018

DESIGN +
PERFORMANCE

PONTOONS
AND DECK BOATS

Introducing our
new models





CONCEPTION AND DESIGN
absolu.ca

**RESEARCH
AND COPYWRITING**
absolu.ca

PHOTOGRAPHY
absolu.ca
Benoit Brühmüller
Claude Denis



Check out our Princecraft®
2018 Fishing Boats
Magalogue!

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

PRINCECRAFT®, ALWAYS GIVING YOU MORE!

The vast majority of all the pontoon boats you'll see on the waters in Quebec this year came directly from our factory. Princecraft® has a very solid presence in the Canadian market and is increasingly dominating the waters in the United States.

The reason more and more Princecraft® lovers are treating themselves to the latest design of a boat they can trust is because we give them everything they want—refinement, elegance, comfort, and performance—at an affordable price.

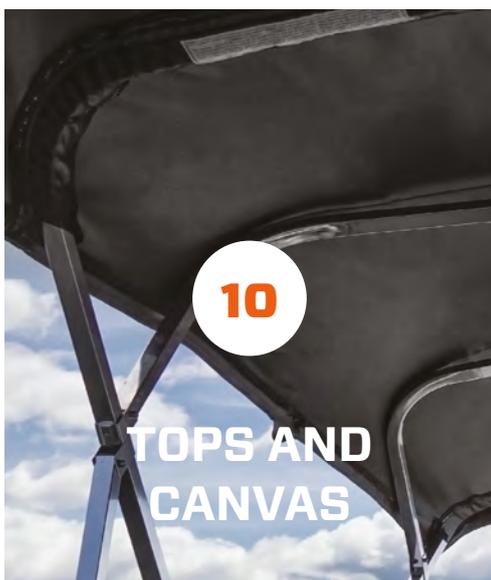
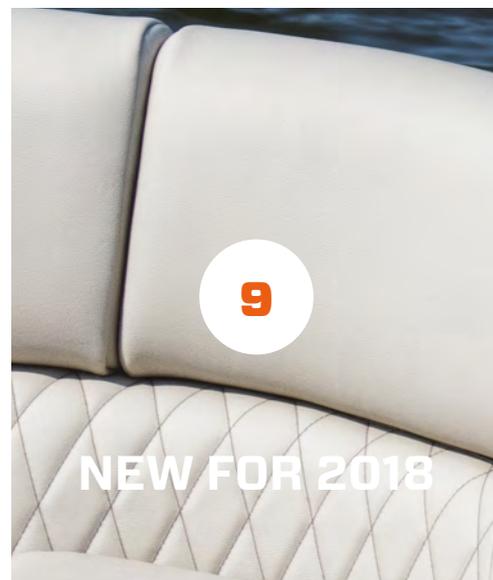
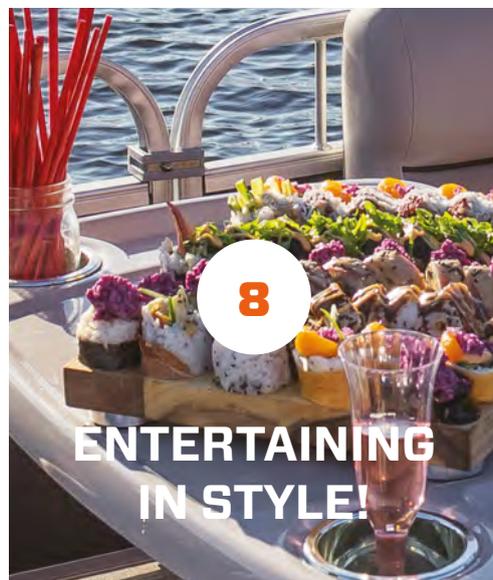
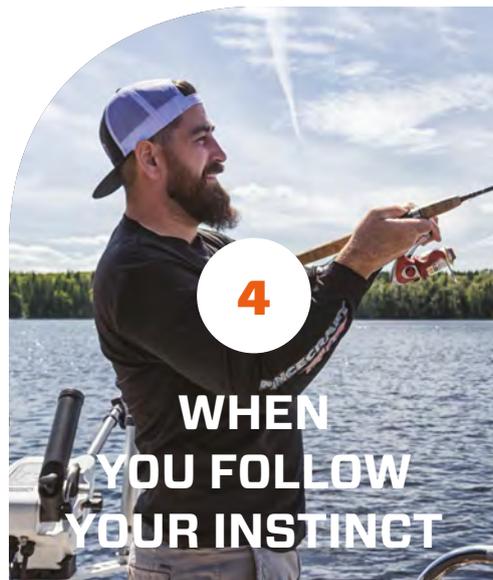
To give you even greater flexibility and meet the growing demand for our boats in North America, Princecraft® handily boosted production of its pontoon and deck boats by about 90% last year. This considerable growth also came with improvements to our teams, who are just as dedicated, efficient, and attentive to consumers' needs as ever.

With our breathtaking lineup of pleasure boats, Princecraft® is always by your side as you create unforgettable memories every time you go out on the water. Our new crop of sporty and classic boats is sure to surprise and delight you in 2018. One thing's for sure, no matter what model you choose, we know it will be a perfect fit for your personality and leave you fully satisfied!

The way we see it, your smiles and endless satisfaction are the measure of our success.

Steve Langlais
President

SUMMARY



13
NEW MODELS FOR 2018

PIERRE MORISSETTE: WHEN YOU FOLLOW YOUR INSTINCT

WE'RE STANDING ON THE DOCK AS OUR DAY OF FISHING IS ABOUT TO UNFOLD. WHETHER OR NOT THE FISHING IS GOOD, ONE THING IS CLEAR—WE'VE GOT EVERYTHING WE NEED TO ENJOY THE FEELING OF TIME STANDING STILL ON LAKE TÉMISCOUATA. AND THAT'S WHAT'S MOST IMPORTANT ON THIS FISHING EXPEDITION WITH AN INCREDIBLY EVEN-KEELED GUY.



For five years now, Pierre Morissette has been offering fishing excursions on the 42 km long playground that is Lake Témiscouata. He left a career in real estate to dedicate himself fully to his passion, thanks to the support of his wife Angel, who shares his love of nature and simple living. At the helm of his pontoon, this thirty-something from Quebec City has only one goal in mind: to have us experience what it's like to live in the moment, here and now.

PERFECT ACROSS THE BOARD

There's no way not to be in a good mood aboard Pierre Morissette's boat, a Vogue 27 SE Prestige Edition. He says it himself, when they're not talking about the size of the lake and brook trout they caught throughout the day, the people who take his fishing excursions never run out of good things to say about his Princecraft® pontoon boat.

For Pierre, the key is its versatility. For this father of three (a six-, nine-, and fourteen-year-old), having a boat with a lots of amenities was critical. Plus, a lot of young families join him on his fishing trips out on "Lake Témis," as he likes to call it.

What struck us most after a few minutes aboard this avid angler's pontoon boat was just how comfortable and pleasant it is to ride. It's no surprise that it's considered the ultimate boat for fishing in comfort. Aboard the Vogue, it's simple, anything is possible: fishing with people with reduced mobility, doing a wine and cheese tasting between fishing spots, and even taking a break for some wakeboarding.

From the wide platform for optimal fishing to the roomy and safe deck space where kids can play, the head (a big selling point for those with small bladders, according to Pierre), and the fridge to keep lunches nice and cold, everything is so well designed that time just flies by.

CAPTURING THE PRESENT

"The worst day of fishing is better than any day at the office," Pierre tells us proudly, while watching over his fishing rods. With the Fourneau Mountain behind us and toe-tapping tunes on the stereo, the only thing left to do is chat as we sail along trying to predict what's happening dozens of feet below the surface.

When he's not casting his net in the water, enthusiastic as ever, Pierre Morissette likes to give back to his community by passing on his passion and working to preserve the lake's resources. His ultimate experience? Evening BBQs with friends and family out on his pontoon boat that sometimes even turn into sleepovers. Because even more than fishing, his biggest passion is his family. When you're on a pontoon boat, maybe you can also have your feet planted firmly on the ground.

TO LEARN MORE ABOUT FISHING EXCURSIONS
ON LAKE TÉMISCOUATA:
PECHELACTEMISCOUATA.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 Pontoons and Deck Boats edition, Princecraft® wanted to present a friendly outing with two couples. The overarching theme: immortalizing their encounter and the enjoyment they share.

DOING THE RESEARCH

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

Casting: Gilles, Carole, Lucie, and Guy, four very old friends

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: 10

WEATHER: Sunny and humid, 28 degrees

PIERRE PLOUFFE NAUTICAL CENTER FOR THE LOVE OF THE WATER



TWENTY-FOUR YEARS AGO, PIERRE PLOUFFE AND SYLVIE MAYRAND SAW AN OPPORTUNITY TO TURN LAKE TREMBLANT INTO A NAUTICAL PLAYGROUND LIKE NO OTHER. BUT IT NEVER WOULD HAVE BEEN SUCH A SUCCESS WITHOUT A BIT OF LUCK, A LOT OF HARD WORK, OUTSTANDING RELATIONSHIPS, AND SOME SOLID PARTNERS—LIKE PRINCECRAFT®. SOAKING UP THE SUNSHINE AT THE FOOT OF THE MOUNTAIN, SYLVIE AND PIERRE REMINISCE ABOUT THE EARLY DAYS OF THE NAUTICAL CENTER.

ONE WAVE AT A TIME

Starting with a simple handwritten chart for reservations, the couple launched their first ski school boat. But it wasn't long before it was time for the couple to buy their first pontoons. After a combination of chance encounters and key contacts, Sylvie and Pierre were naturally drawn to Princecraft®. "Every time someone suggested something else, I knew it wouldn't cut it," says Pierre.

Little by little, the nautical center grew, backed by a group of solid employees—and boats—in it for the long haul. "Some of our pontoons have been around for more than 15 years, and they can still pull 400 hours on the water every season. If you do the math, that means people have

been walking on the same deck for 8,000 hours. That's what you call real quality," say Sylvie and Pierre. They are quite clear: Not only does Princecraft® put out good products, more importantly the company is always open to their needs so they can keep adapting their services. "In fact, Princecraft® is growing in the same direction we are," they add.

No need to dig too deep to see how dedicated these two are to their business. And looking at all the smiling faces around us, it's immediately clear that the nautical center offers so much more than just a love of the water.



A PONTOON FOR ENTERTAINING *IN STYLE!*

WHETHER IT'S FOR A SHOWER, A BIRTHDAY, A GIRLS' NIGHT, OR JUST A GREAT TIME, ANY EXCUSE IS ENOUGH TO FILL UP YOUR PONTOON WITH FRIENDS AND STOCK UP ON SUPER SUMMER MEMORIES.



What are we celebrating? The joy of being together and the satisfaction of sharing special moments in an idyllic setting. The sun is the guest of honor and the water the pontoon's graceful and elegant host! With a glass of non-alcoholic bubbly and some delicious snacks on hand, we set out on the lake with no particular destination in mind, just a wonderful evening on the water.

To shake things up, why not break from the traditional pontoon potluck? You're the host, so you get to pick the menu! With the variety of food options, caterers, and flavors available today, it's all fair game, from a cocktail dinner or wine and cheese tasting to an all-out gourmet buffet. Here, we turned to Chef Geneviève Everell for a fresh, creative, and bold take on sushi. Out on the pontoon, there are plenty of "oohs" and "aahs" over the spread as our guests get down to the business of tucking into the crabcake sushi, lobster rolls, maple smoked salmon and prosciutto, pulled pork, and duck à l'orange. At a moment like this, you want to enjoy every flavor to the full. It's a feast for the senses that looks as good as it tastes.

As for music, the Princecraft® console puts you in the DJ seat! The state-of-the-art speakers help you create musical backdrops to set just the right mood. Like they say, it's not really a party without music. And lucky for us, the festivities are just getting started!

The thing that's great about entertaining on a pontoon boat is that as the party unfolds, the light naturally gets softer and softer. As the sun dips behind the mountains, everyone enjoys a magical moment. When you take the time to do things right, you create memories that people will hang onto for a long, long time. Once more toast! Why not!

FOOD:

Catering chef Cindy Tremblay
Sushi à la maison Geneviève Everell
sushialamaison.com

DRINKS:

La Rosée de Rhubarbe
Producer: La Rhubarbelle, Québec
larhubarbelle.com

* No matter what kind of event you're hosting, be sure to never exceed your pontoon's maximum passenger capacity and always have enough life jackets on hand for all your guests.

NEW IN 2018 YOUR PROFILE, YOUR VOGUE!

WITH NEW COLORS, NEW TEXTURES, A CONSOLE THAT'S ROOMIER AND MORE ERGONOMIC THAN EVER, AND BOW PROFILES WITH A FRESH AND SUPREMELY STYLISH NEW DESIGN, YOU'RE SURE TO FIND A VOGUE TO MATCH YOUR PERSONALITY IN 2018!



ARE YOU
CLASSIC?



THE PLATINUM EDITION IS THE PERFECT CHOICE FOR YOU.

PLUSH REFLECTION TEXTURE

ALCANTARA SYNTHETIC SUEDE FABRIC

Sold? Go to Page **63**



ARE YOU
SPORTY?



YOU NEED A BOAT FROM OUR SPORT EDITION.

NEW ON-TREND COLORS

HEAVY-DUTY LEATHERETTE INTERIOR FABRIC
(Cloud White or Charcoal)

Want to find out more? Go to Page **63**

YOU'LL REALLY TURN
SOME HEADS
WITH **RUBY RED!**



DOMINATE THE WATERS™

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. 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.

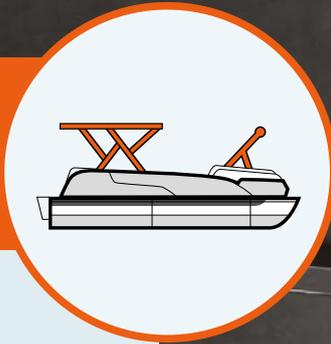
DID YOU KNOW ?

Getting a new top or a cover 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 optional covers are custom made and our snaps are installed at the factory to always ensure a perfect fit!

A TOP CONFIGURATION FOR EVERY CONDITION ON THE WATER!

AFT BIMINI TOP

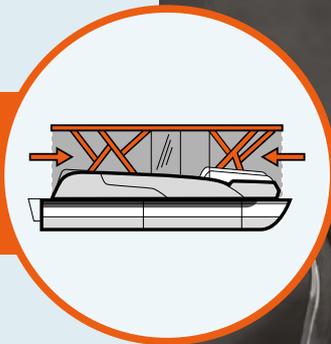
THE AFT BIMINI TOP COMES STANDARD ON ALL PRINCECRAFT® PONTOONS*.



- ▶ Provides shade in the stern
- ▶ Protects against light rain

* Except Voyageur Series

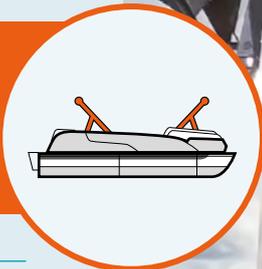
DOUBLE BIMINI TOP WITH SIDE PANELS



- ▶ Protects against sun, rain, and wind while providing better air circulation

DOUBLE BIMINI WITH TOP DOWN

YOU CAN GET THE DOUBLE BIMINI FRAME WITHOUT BUYING THE FULL TOP.



- ▶ Provides full sunshine throughout the boat
- ▶ Easy to stow canvas without overloading underbench storage space

DOUBLE BIMINI WITH AFT SECTION UP



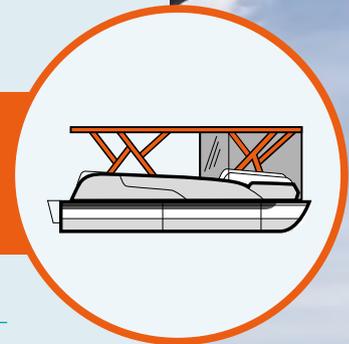
- ▶ Protects against rain and wind for passengers seated in the stern
- ▶ Provides shade for almost the entire boat

FULL CAMPER ENCLOSURE



- ▶ Protects against heavy rain and wind
- ▶ Keeps you warm for an even longer boating season
- ▶ Protects against mosquitoes

DOUBLE BIMINI WITH FORE TOP



- ▶ Protects against rain and wind for passengers seated in the bow
- ▶ Reduces wind while you're underway
- ▶ Provides shade for almost the entire boat

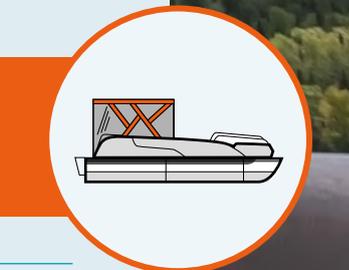
DOUBLE BIMINI WITH TOP UP

YOU CAN GET THE DOUBLE BIMINI FRAME WITHOUT BUYING THE FULL TOP.



- ▶ Provides shade for almost the entire boat
- ▶ Protects against light rain

HALF CAMPER ENCLOSURE



- ▶ Reduces wind while you're underway
- ▶ Protects against heavy rain and wind
- ▶ Keeps you warm for an even longer boating season
- ▶ Protects against mosquitoes

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.

H36 FROM OUR FACTORY TO YOU

Every stage in the production of our boats is carefully designed to preserve the mechanical properties of the aluminum.

That's what makes Princecraft® boats so solid!