

# PRINCECRAFT®

**DOMINATE THE WATERS™**

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**PONTOONS  
AND DECK BOATS**  
DESIGN + PERFORMANCE

2019



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# ONWARD AND UPWARD



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**The drive to be better, every day. The commitment to perfect design. In 2019, Princecraft® is achieving new heights.**

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 boating 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.

Onward and upward together!

**Rodier Grondin**, president



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# THE BÉLAND-CÔTÉ FAMILY

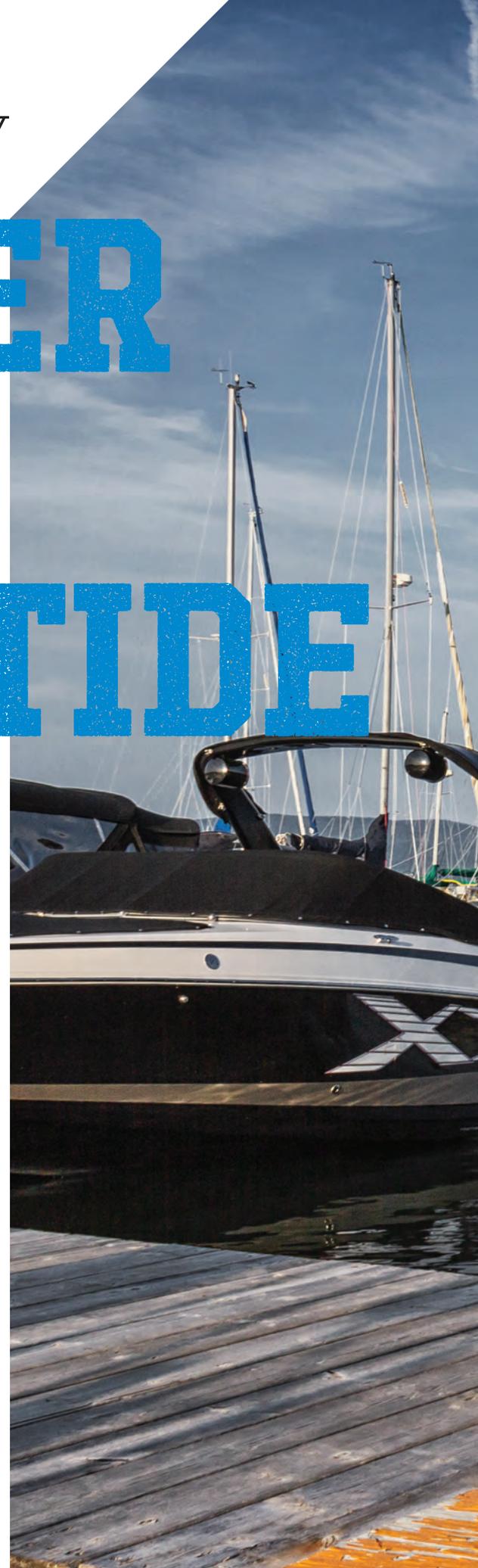
# TOGETHER AGAINST WIND & TIDE

**It's hard not to fall in love with Quebec's easternmost tip, the Gaspé Peninsula. But when you get to know a local clan like the Béland-Côtés, you really start to understand how much family means here. Meet a family whose pontoon brings them together, just like the challenges they've overcome.**

August 13, 2018, 4 p.m., Gaspé marina. The sunny smiles awaiting us on the dock seem impervious to the gray sky above. If we thought we were just meeting Francis Côté and his son Jean Michel, we quickly realize that here, when they say family, they mean the whole family. "We all pitched in and bought the pontoon together. That way we could get a bigger one," says Bella Béland, Francis's wife. And there's no complicated calendar required to know who's using it. Most of the time everyone's there, breezing across the Gaspé Bay together, whether it's midday, evening, or night.

The family dynamic is clear as soon as people start to settle into the pontoon, a 2018 Vectra 25. The youngest on board, Jean Michel Côté backs on in his wheelchair amid jokes and laughter from friends and family. He explains where they got the idea: "We tried it once in a pontoon that belonged to a guy who organized cruises. The door was perfect for people with reduced mobility. I saw how easy it was for me to use this type of boat. It's big, there's lots of space. It's so easy."

So easy. Those are exactly the words that come to mind when you meet the Béland-Côtés. But life hasn't always been so easy for them.



“I saw how easy it was for me to use this type of boat. It’s big, there’s lots of space. It’s so easy.”

› Jean Michel Côté



## A STORM STRIKES

On January 8, 2010, Francis and Jean Michel were snowmobiling between Gaspé and Murdochville when a branch changed the lives of the entire Béland-Côté family. A branch hidden in the ice was kicked up by the snowmobile and plunged deep into Jean Michel's body. In a fraction of a second the young man's life changed. He was 26 years old. And he would never walk again.

Jean Michel spent seven months in the hospital. When he came home, he had to adjust everything to his new condition—his truck, his house, his activities, and how to cope with the way people looked at him. Even so, he considers himself lucky. "My only suffering nowadays is self-inflicted!" he says, laughing. He's referring to the parties with friends and family.

Now 35, Jean Michel is studying social work and writes radio shows and comedy sketches with his sister Ève, one member of the comedy duo Les Grandes Crues. He still rides snowmobiles and ATVs, works out, and takes care of himself. His positivity is contagious and inspiring. "But you can't put your head in the sand: it does change the dynamic," says his mom, Bella, the emotion clear in her voice. The rest of the crew agree, each in their own way.



## TAKING THE PLUNGE TOGETHER

Aboard their pontoon, which they've proudly (and affectionately) dubbed *Le Bécô* (a *bécot* is a little kiss in French), family members share their stories easily and naturally, between bites of home-smoked mackerel and salmon. Despite two tough years and learning to cope with new emotions, you get the sense that the Béland-Côtés are bonded by what brought them together in the first place: the unpredictable. Unpredictable, like Jean Michel's progress. He went swimming for the first time since his accident just the day before we met. Unpredictable, like the life lesson this simple outing taught us. Unpredictable, like the wind and tide.

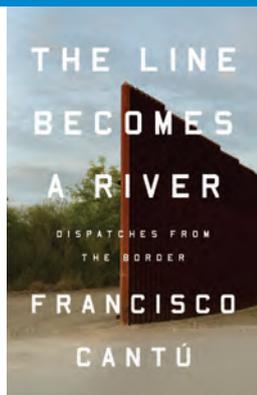


\* We would like to thank Francis, Bella, Jean Michel, Ann, Marlène, Alban, Roger, and Renée for their warm welcome and the precious moment spent together.

# PONTOON PICKS

## RECOMMENDED READS

You're comfortably lounging on your Princecraft® pontoon. The sun is shimmering off the water and you cut the engine to soak up the summer in all its glory. Why not dive into a good book to complete the change of scenery? Here are five suggestions that will carry you far away—if only for the day!



### THE LINE BECOMES A RIVER

FRANCISCO CANTÚ

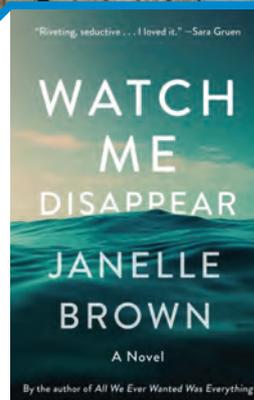
A raw and rugged tale set on America's southern border. Part memoir, part novel, this powerfully human story tackles immigration, history, politics, and psychology in gripping prose.



### OUR HOMESICK SONGS

EMMA HOOPER

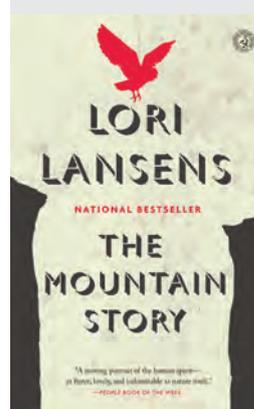
The story of the Connors, one of the few families left in their fishing village after the fish have mysteriously disappeared. Four different tales are woven brilliantly together into a touching picture of two generations that manage to keep hope alive.



### WATCH ME DISAPPEAR

JANELLE BROWN

A quintessential thriller. A heartwrenching story of disappearance and a search for the truth that will leave you holding your breath at every page. Escapism at its finest.



### THE MOUNTAIN STORY

LORI LANSENS

Five days, four hikers. Three survivors. A moving story that will rock you to your core. The life-changing decisions the characters have to make are worlds away from what we're used to. Not for the faint of heart!



### LET ME BE LIKE WATER

SK PERRY

A beautifully poignant and poetic debut about love, loss, friendship, and ultimately, starting over.

MARIO TESSIER

# TOTALLY TRANSPIRA RENT

Photo: Captures de vie par Vicky Landry  
Hair and Makeup: Sylvie Couture

Have you ever met someone and it seemed like you'd known them forever? That's how we felt when we stepped on the dock of the Contrecœur marina in Montérégie. Cruising the St. Lawrence aboard his Vogue, Mario Tessier shares his new passion for boating and for life—with no filter.

For his first boat, as with most things, Mario Tessier went all in. He's barely finished pulling in the buoys when he cranks up the stereo and starts talking about how his pontoon—a 25-foot Vogue with a 250-horsepower engine—is just insane. “I can't believe I waited so long to get one,” he says. His boat is a social venue for him, where he can chill out or have a party, and share it with friends and family.

### HUMORISTE, ANIMATEUR, EPICUREAN

At 47, Mario Tessier is trying to live as honestly as possible. He's not a subtle guy, and he's upfront about that. “I've never really had any gray area, but as I've gotten older, I've tried to have less of a filter. It's a lot harder to do that you'd think.”

This has been the inspiration for his second show, *Transparent*, which will tour in summer 2019. And since he hates to do the same thing twice, it's a totally different kind of show than his first solo tour, *Seul comme un grand* (“All by Myself Like a Big Kid”), which was a smash. The new show will be a chance for Tessier to say what he thinks and surprise people a bit while staying true to himself. “Like with everything I do, I want to leave people with something at the end of the show. I like when a performance has an emotional arc but doesn't necessarily force anything on you,” he says.

When asked if he has any more dreams for his career, Tessier doesn't have to think twice: he would love to act in a drama and be in a musical. He considers himself an expert in musicals, in fact, since he's seen nearly a hundred! Is that his military training showing through when he's constantly setting new goals and stopping at nothing to achieve them? Maybe. One thing is certain: whether he's on the radio, on TV, or on stage, Mario Tessier loves his job. And you can tell. “If my heart isn't in it, I don't do it. I'm free to choose what I want to do. If I continue, it's because I'm excited about something.”

“I can't believe I waited so long to get one”



### LIVING IN THE MOMENT

Anyone who meets half of the comedy duo Les Grandes Gueules can't help but reflect on the group's 20 memorable years—and we're no different. Fortunately for us, Mario Tessier is not one of those people who's sick of talking about his popular success. He doesn't regret that time—he's rather proud of it. He considers himself lucky to have had the experience. Because there's no denying that comedy in the digital age is different than it used to be. “Everybody has an opinion. But now, everybody can say it in a fraction of a second with social media. It's a bit much. You definitely can't do what we used to do anymore.”

While he likes Twitter for telling jokes, he hasn't gone in for Instagram and the obsession with taking selfies everywhere, all the time. And even though he still feels like he's “27 in his head,” he doesn't ever plan to stop trying to live fully in the moment—not through a screen.

Standing behind the wheel of his pontoon, with “Sunshine Reggae” in his ears and a smile on his face, Mario Tessier makes us feel right at home. The interview on Richelieu River quickly turns into a friendly hangout. And we realize this is exactly what we appreciate in our friends: when they're totally transparent. Mission accomplished!

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 pontoon? Here are some safety tips for bringing your pet onboard.



## TESTING THE WATERS

**Before you take your pet out for their first pontoon 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 pontoon 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.

NEW FOR 2019

# 2019

## A NEW LOOK FOR THE **VECTRA** AND THE **SPORTFISHER!**

### **VECTRA & SPORTFISHER**



- › New charcoal grey console with an all new design
- › Cup holders
- › 3 colors:
  - MAGNETIC GREY
  - BLACK
  - AZTEC RED
- › New Premium Classic option



### **SPORTFISHER LX**

- › New rear section with upgraded fishing station
- › 3 new colors:
  - METALLIC BLACK
  - METALLIC WHITE
  - RUBY RED
- › 2 gates to the swimming and fishing platforms

### **NEW MODELS!**



### **NEW COLORS FOR THE VOGUE!**

- METALLIC BLUE
- TITANIUM



### **QUALITY STARTS RIGHT AT YOUR FEET!**

New flooring materials and options in all our Series!