

PRINCECRAFT®

DOMINATE THE WATERS™



2016 FISHING BOATS



THE DESIGN KINGS
Interview with our designers / 14

New Models
FOR 2016 / 19

EVERY STORY HAS A BEGINNING...

President

Donald Dubois

Marketing Department

Jean-Philippe Martin-Dubois
Stéphane DeBilly
Carole Côté
Anik Martel
Lily-Pier Morel

Conception and Design

absolu.ca

Research and Copywriting

absolu.ca

Photography

absolu.ca
Benoit Brühmüller
Claude Denis



PRINCECRAFT®



Check out
our Princecraft
**2016 Pontoons
and Deck Boats**
Magalogue!



Visit our Website:

princecraft.com
1 800 395-8858



TAKE TO THE WATER WITH PRINCECRAFT!

If fishing is about passion, designing your boat is about reliability. Princecraft has been designing boats of unmatched quality for generations.

I am very proud to present our 2016 line of Princecraft products. All year long, we've listened to your suggestions. So this year we're offering new products that are even more functional and tailored to your needs than before.

At Princecraft, we're proud to be a creator of memories. We get a kick out of being part of your family outings, activities with friends, and great adventures. We love being able to say that Princecraft gives all anglers a way to savor the present moment. Life can be hectic and full of surprises. Taking time to do a little fishing is just another way of embracing the now.

When you take to the water in a Princecraft, you're sure to have lots of memorable moments. This catalogue will help you make your dreams a reality and create wonderful memories on the water!

Never forget your dreams or be afraid to make them a reality. The best time of your life is now, so enjoy it!

Happy boating!

Donald Dubois, President

SUMMARY

Dinner time! **04**

A woman's perspective **06**

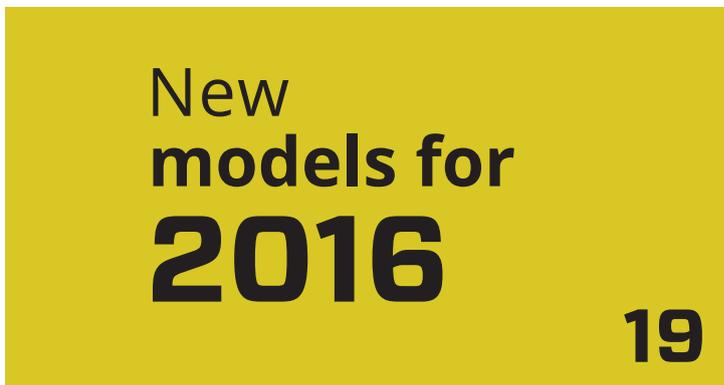
Test your knowledge **08**

Adventure in the great outdoors **10**

One step at a time **11**

The design kings **14**

Princecraft Pro Staff **16**



FISH EN PAPILOTE...

THE SECRET'S FINALLY OUT!

No matter what kind of fish or fixings you have planned, nothing is simpler than preparing fish *en papillote* for guests. Pop everything in a pouch, seal it up tight, put it in the oven or on the BBQ, and minutes later, it's dinner time! Let the heat and steam do the all work for you!

Here's three essential rules for making a great *papillote*!

- 1 USE A DOUBLE LAYERED POUCH**
To preserve maximum flavor and bring out all the delicate texture of the fish, your pouch should have an outside layer of aluminum foil and an inside layer of parchment paper. This is a little trick a number of chefs use!
- 2 CHOOSE KEY INGREDIENTS**
Regardless of the type of *papillote* you're making, it should contain certain types of ingredients.

First, put a little butter or oil on the parchment paper and then place the fish of your choice on it. Apart from that, you can be as inventive as you like. For a medium sized fish, use the equivalent of only two teaspoons of liquid! Keep in mind that both the fish and the accompaniments you choose will release liquids during cooking. Vegetables and fresh herbs are always good ingredients to include with the fish. For a perfect *papillote*, add a garnish a few minutes before serving. Cook time: 15 to 20 minutes should be fine, but open the *papillote* carefully after 12 minutes to check.

3

ONE PAPILOTE = ONE PORTION

This is one of the reasons cooking en *papillote* is such a simple meal to serve guests. Just make one or two extra *papillotes* for guests with big appetites.

Benvenuto to *Italy*

(Choose a white-fleshed fish.)

Fat ▶ **olive oil**

Accompaniment ▶ **tomatoes, basil, gray shallots**

Liquid ▶ **white wine**

Garnish ▶ **Parmigiano Reggiano shavings**

To taste ▶ **anchovy fillets**

As in *Santorini*

Fat ▶ **olive oil**

Accompaniment ▶ **red onion, bell pepper**

Liquid ▶ **lemon juice or balsamic vinegar (just a splash)**

Garnish ▶ **oregano and thyme**

To taste ▶ **Kalamata olives**

Canadian Fall

(Choose a white-fleshed fish.)

Fat ▶ **butter**

Accompaniment ▶ **apples, fennel, pear**

Liquid ▶ **apple juice, lemon juice**

Garnish ▶ **a few bacon lardons and sharp cheddar**

To taste ▶ **bay leaf**

Now it's your turn *to be creative!*

Dream up your own recipe! Think of a theme, make your own list of ingredients, and then test your creation!

Theme/title ▶

Fish ▶

Fat ▶

Accompaniment ▶

Liquid ▶

Garnish ▶

To taste ▶

SHARE YOUR CREATION

Take a photo of your recipe and send it to us. Your recipe may be featured in the next issue of the magazine!

princecraft@princecraft.com



Women fish too!

The statistic is impressive, and the phenomenon is growing. Twenty to thirty percent of anglers are now women. The two women who host the *Elles pêchent* fishing show on Unis TV, the new Canada-wide French-language channel, are delighted. The figure is much higher than people think and it's only the beginning.

How did you get into fishing?

LOUISE: My grandmother taught me how to fish when I was five. Fishing has always been a part of my life. In 1996, I invited Suzanne to join us on a fishing trip to give her a break and spend some quality time with her. It's funny, because Suzanne didn't want to fish at first! But then we put a rod in her hands, and the rest is history.

SUZANNE (laughing): It's true, I love fishing! You gave me a rod and the fish started biting. It was fantastic! I had fished as a child, but I never thought it would become a passion. For nearly twenty years now, Louise has been my best fishing buddy.

What do you like most about your fishing trips?

LOUISE: When we don't put too much pressure on ourselves to catch something, the moment is just so perfect. I don't think of anything but fishing. It's the best way there is to center yourself. Out on the water, you forget about everything else.

SUZANNE: It's true that catching fish is not really all that important. People say to me "Hey, you've been fishing for four days, and you haven't caught anything?" I just answer that people who play golf don't bring anything home either, except some great memories. What I enjoy is being out on the water with my friend and nature. That's really living!

Your passion for fishing led to the television show, *Elles pêchent*. How did that happen?

LOUISE: At that time, I was honorary patron of a women-only fishing day on Rivière Saint-Jean at Anse Saint-Jean in the Saguenay region of Quebec. After a few years, Suzanne and I started serving as guides for women who wanted to learn how to fish.

SUZANNE: With us the women discovered how easy it is to fish! They told us, "If we had known this before, we sure wouldn't have stayed at home." I felt that we had to show women that anyone can fish—and what better way than through a television program!

You have a whole community of anglers who follow you!

SUZANNE: Yes! Both women and men. In fact, lots of men tell us that the program is perfect for anglers who are looking for different experiences. Our viewers learn a lot, right along with us. We meet people who show us their rivers and lakes. We have friends everywhere across the country who take us out on their boats to share their passion with us.

Where is the most beautiful spot you've ever fished?

LOUISE: Finding the most beautiful spot is not necessarily for our main goal, it's the experience that's important. When we take off on a trip, everything, literally everything—the route we take, the destination, the people we meet, the waterway, the fish (or lack of fish)—adds up to a perfect mix. That's what creates the experience. When we're fishing, we disconnect completely from everything else.

What's the secret of your duo?

SUZANNE: We're really on the same wavelength. Sometimes in the morning, we use the same fly without even looking.

LOUISE: And we like getting up really early! (laugh)

What's the best advice you have for would-be anglers?

LOUISE: You don't have to know everything to fish. Go ahead and start fishing. Many women wait for men to invite them, but they should just go ahead.

SUZANNE: If our show gives even one person the desire to explore their corner of the country, its rivers and lakes, and the fish they contain, we'll have shared our vision of fishing.

Watch for the next season of *Elles pêchent* on UNIS TV in **spring 2016**
unis.ca/elles-pechent

Join the *Elles pêchent* community
facebook.com/ellespechent

H36 and Princecraft **HAVE BEEN AROUND A LONG TIME!**

A Princecraft does it all! The H36 aluminum used to build the boats' hulls make them into bastions of strength and durability! Test your knowledge about the great benefits of this premium quality marine-grade aluminum.



FACT #1

An H36 aluminum boat is lighter than a fiberglass boat! So in a race between the two types of boats with motors of the same power, the odds are in favor of the Princecraft and its durable hull.

How much lighter is H36 aluminum than fiberglass?

- A) 15% lighter
- B) 22% lighter
- C) 30% lighter

FACT #2

H36 is the strongest aluminum alloy in the boat building industry. The heating method used during manufacturing enables it to stand up to pounding waves while offering unparalleled protection.

How much stronger is H36 than the alloy used by most other boat manufacturers?

- A) 10%
- B) 25%
- C) 7.5%

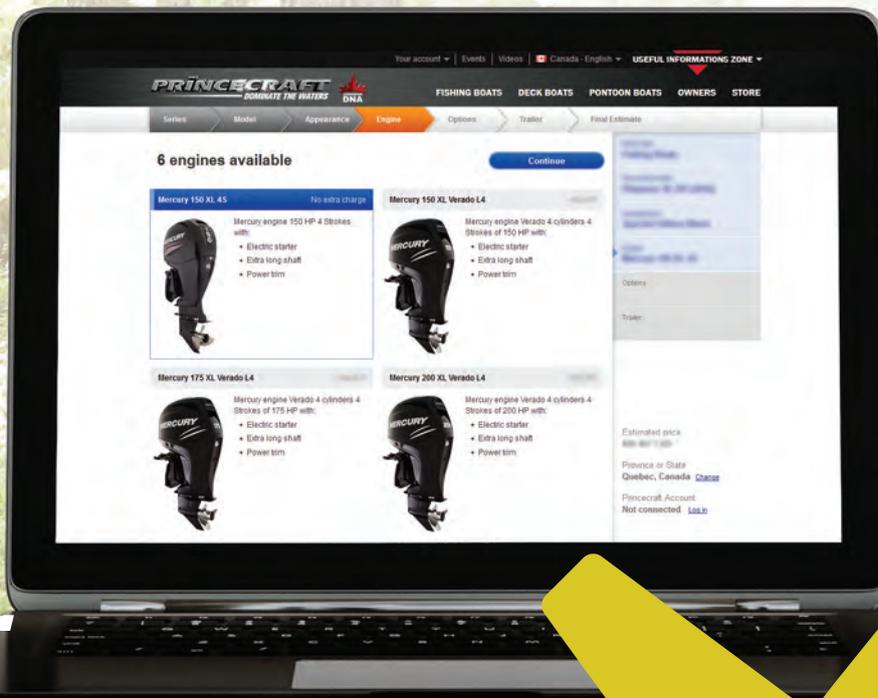


FACT #3

H36 aluminum hulls offer uniform strength and better performance. Because of their toughness and durability, all Princecraft boats are known for their great resale value.

What other industries use this high-performance alloy?

- A) Aviation
- B) Construction
- C) Railway



Your dream boat

Configuring your boat on the Princecraft interactive module is even simpler than you think! Your new Princecraft boat may only be virtual, but it will feel so real you can almost touch it!

Start your computer and go to **Princecraft.com/build-your-boat**. Once you've built your dream boat, visit your nearest dealership and talk to our experts!

« All the boating fans who've tried this tool say that they're much better prepared when they get to the store. In fact, that's why we developed the configuration tool in the first place! »

Lily-Pier Morel, Princecraft Customer Service



MODEL: SELECTED.



COLOR AND DECALS: SELECTED.



SIZE OF MOTOR: ALL SET.



OPTIONS: CAREFULLY CHOSEN.



TRAILER: CONFIRMED.



EVEN MORE FUN ON THE WATER THIS YEAR: CHECK!

PRINCECRAFT.COM/BUILD-YOUR-BOAT

ADVENTURE IN THE GREAT OUTDOORS

In the great outdoors, where the air is clean and nature abounds, Princecraft utility boats are in their natural element. That's why when Quebec's wildlife reserves and national parks decided to replace a large portion of their fleet of utility boats they chose Princecraft.

Lighter than the previous fiberglass boats, Princecraft utility boats are more durable and easier to handle. They're also more fuel efficient. All advantages that anglers really appreciate out on the water!

QUEBEC'S 26 NATIONAL PARKS AND 15 WILDLIFE RESERVES:



**13,000
NATURAL
FISHING LAKES**



550 CABINS

by the water
to delight experts
and beginners alike

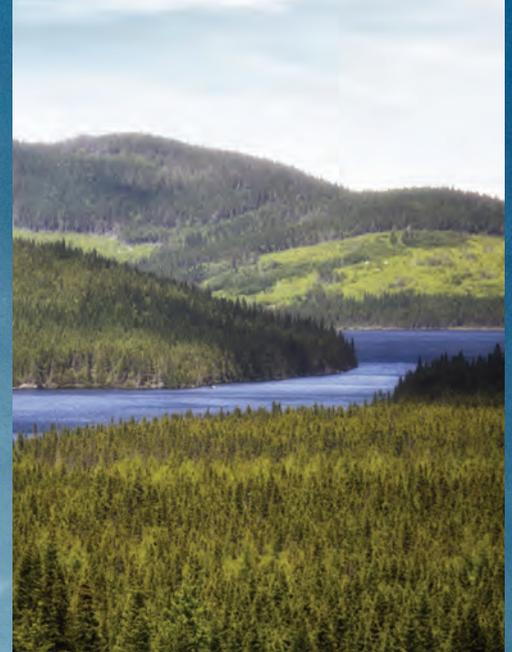


**150 PRINCECRAFT
UTILITY BOATS**

sure to make your fishing
experience a great adventure

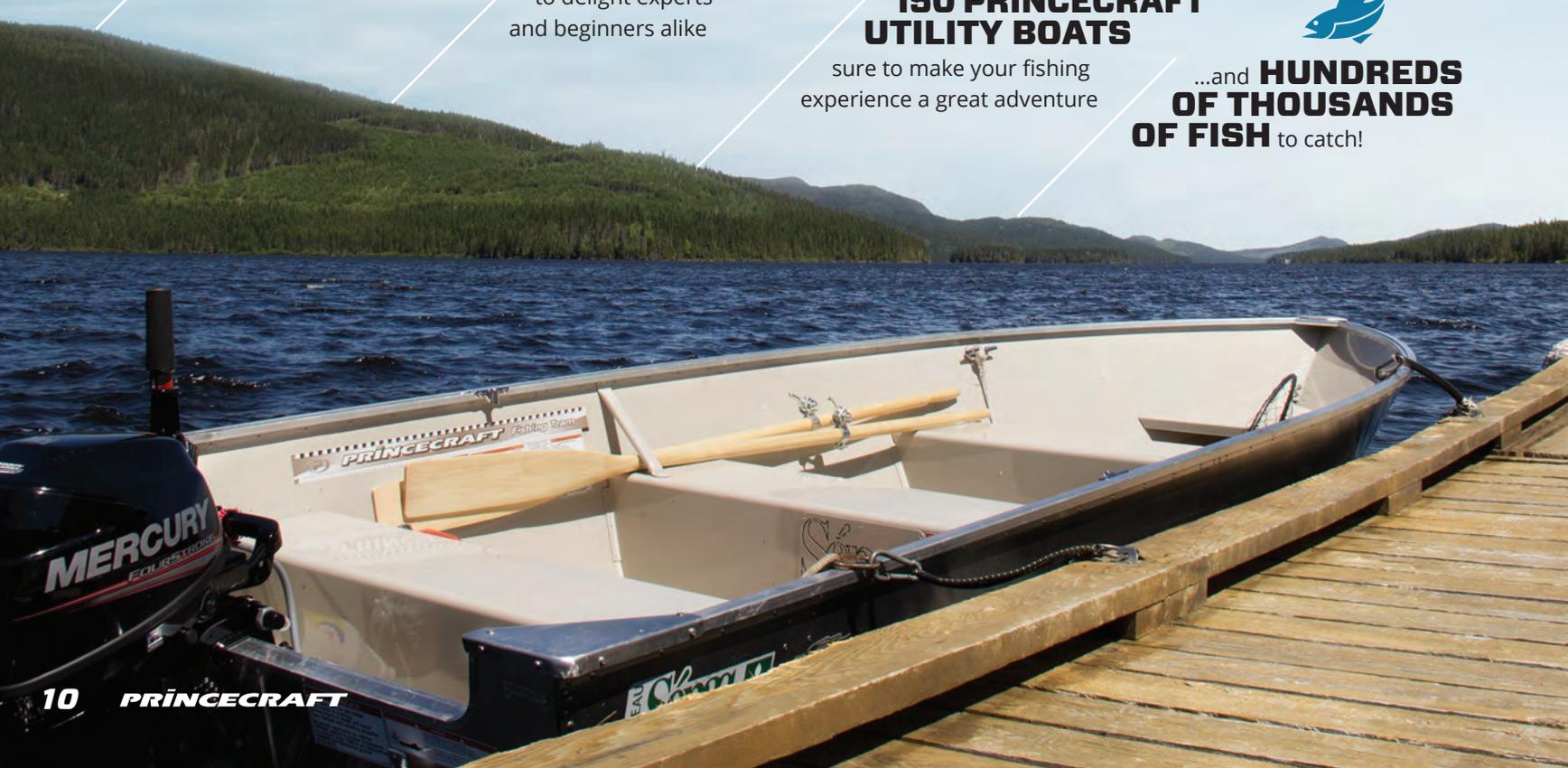


...and **HUNDREDS
OF THOUSANDS
OF FISH** to catch!



Quebec's wildlife reserves and national parks offer an array of fabulous fishing experiences in the great outdoors, including packages for beginners (ready-to-fish), families, or those who are looking for cabin accommodation plus guide and housekeeping services!

peche.sepaq.com



Putting
your boat
in the
water in

5

tips

It's always easier when you know what you're doing. Princecraft's experts offer you a few tips so you get your boat in and out of the water like a pro!

1. Prepare your trip

To avoid getting into trouble out on the water, make a habit of always visually inspecting your boat before each trip. Take the time to check the safety equipment on board and examine the hull and motor. Have you thought of everything? Snacks, sunscreen, fishing rods, drinking water, raincoats, warm clothing, etc. For a good trip, you need to be a little organized.

2. Do something useful while you wait

It's a beautiful day and you're not the only one who wants to get out on the water? No problem. While you're waiting, take the time to make sure the bilge plug is screwed in tight, remove your trailer cover, put your equipment in the boat, unfasten the straps in the rear, and carefully adjust the mirrors in your vehicle to get ready to put your boat in the water.

3. Backing up time

It's time to back down the boat ramp. Try and line up your trailer and your vehicle with the ramp as much as possible and back down the middle. If you have someone with you, release the hand brake, detach the winch, and slowly back down the ramp till the trailer's wheels are completely submerged. Avoid braking suddenly. Once the trailer is in place, engage the hand brake, make sure the foot of the boat motor is completely underwater, then start it up. Back the boat up and there you go!

4. If you're alone

If you're alone, never detach the winch before the boat is fully in the water. It's also better to back down farther on the ramp to make it easier to move the boat away from the ramp. If you notice that boat is starting to float, stop, you're at the critical point. If you back down further, the waves may move your boat. Climb into your boat, start it up in neutral, and detach the winch from inside the boat. Once the boat is no longer attached to the trailer, put it in reverse gear and position yourself alongside the shore or the dock. Moor your boat, return to your vehicle, and drive off the ramp.

5. Don't get frazzled

Never start backing down the ramp until you're all ready to go. If necessary, trade places with someone else. Your courtesy will be appreciated. Take the time you need to safely launch your boat. If a problem arises because you're going too fast, you'll waste even more time trying to fix it! Think about what you're doing and stay Zen!

Getting
your boat
out of the
water in

5

tips

1. Make a careful approach

To avoid making waves, approach the ramp slowly. It's simply good manners. Take the time to take out your boat fenders so you're ready for docking. If you have someone with you, ask them to get out of the boat and bring your vehicle to the ramp. As soon as the ramp is clear, have this person back the vehicle down the ramp until it's completely submerged. The carpeted supports are more slippery when wet. Your assistant will then advance the vehicle up the ramp to bring the lateral guides out of the water.

2. Calculate your drift

Always line up your boat with the trailer, taking into account the wind and the waves. If the water is rough, quickly calculate how it will affect your boat's position. In fact, you may have to line up your boat to the left or right of the trailer so that you arrive at the ramp straight on. If you see that you've miscalculated your drift, start again. It takes practice, but if you have to try a few times, don't worry, we've all been there!

3. Follow the guide

Once you've got the boat on the trailer, keep your motor running at low speed to keep the boat in position. Then check whether you can see the guides on both sides. If you don't see one of them, your boat is probably misaligned. Back up a bit without gunning the motor and reposition yourself until you've got it perfect.

4. It's all about the winch!

You're now ready to attach the boat and tighten the winch. Get out of the boat and tighten it as much as you can. If it's very difficult to tighten, it means the vehicle isn't far enough down the ramp. Back up slowly, carefully checking the movement of the boat. The boat may float out of the trailer, forcing you to repeat the maneuver. Once the winch is tight, you can lift the motor and drive up off the boat ramp. If you're usually alone when taking your boat out of the water, there are guide rods you can buy and install on the trailer to keep your boat in position during this delicate step.

5. Close up shop

Getting your boat ready for towing is an essential step for the success of your next trip. Start by taking out and inspecting all its equipment to check whether any need repairs before your next outing. We often don't pay enough attention to this, or forget about it entirely. Remember to remove the bilge plug, install the straps in the rear for transport, and put on the trailer cover. Now you can tow your boat safely. Hopefully getting your boat out of the water will be as pleasant as your day aboard your Princecraft!

PROFESSION: DESIGNING TOYS... FOR GROWNUPS!

Behind every boat lover's "Wow!" are two modest, talented men who are key to the development of new Princecraft products. We call them our design kings. The first, **Danny** (with a y), is a naval architecture technician. The second, **Danis** (with an i-s), is an industrial designer. Together they make an unbeatable team!

"In naval architecture, nothing is routine, and we face technical challenges every day. I love being able to find solutions to make products safer and improve their performance."

- *Danny Gallant*



THEY DESIGN WHAT YOU LOVE!

/// **DANNY GALLANT**

Naval architecture technician
Member of the Princecraft family
for the past 20 years

Danny gets his love of boating from his parents, who are serious, experienced boaters. He'll never forget the 27-foot boat the family regularly went out on when he was child. Today he's happy to offer the same experience to all families who choose Princecraft!

/// **DANIS BEAUVILLIER**

Industrial designer
Member of the Princecraft family
for more than 25 years

Danis grew up in Princeville, right across from the Princecraft plant. He has clear memories of watching workers loading Princecraft boats onto the trains that delivered them across Canada. What a mysterious, fascinating world to explore. He never ever thought a brilliant career would spring out of those childhood memories.

The best of both worlds

When designing a Princecraft, you have to think of everything. The two “Dannys” have been working together for 20 years, trying to outdo each other every year to see who can come up with the boldest, most creative ideas for improving Princecraft boats. As naval architecture technician, Danny is in charge of designing the structure and the hull, positioning the livewells, and looking at the performance of each fishing boat. As industrial designer, Danis takes care of the interior design: seats, decals, dashboard, storage space, and so on.

“A boat has to be beautiful, but has to perform well too. That’s why each time one of us suggests something new, the other one must evaluate its impact on his own field of expertise,” explains Danis. Take for example the new hull shape Danny created for the Xperience 188. It meant that Danis had to revise the design of the consoles and the dashboard to go with the architecture of the hull. This is just one of the many challenges facing the people who design fun on the water every day. “In everything we do, we try to offer the best of both worlds and ensure that it’s safe,” added Danny. Princecraft meets the highest North American standards in terms of flotation and the safety of the tools and equipment on board.

Both men agree, the best design for a fishing boat is one that people like, that stands the test of time, and meets the needs of the most demanding anglers. With a constant eye on the ever-evolving auto industry, our two design kings scrutinize current trends with great interest. With cars sporting new technologies such as Bluetooth and touch screens, our “Dannys” have to adapt quickly. “Some people think that since the technology already exists it must not be challenging. But given the constraints we face in boat design, we often have to completely reinvent a technology to make sure it can withstand water, wind, and sun without deteriorating.”

Top quality

When designing the hull, they always aim for the top. “There are some aspects that are less visible than the boat’s beautiful lines, but are just as important. They’re what affect the durability, safety, and performance of Princecraft boats the most,” says the naval architect. He believes that the double reverse hull is the biggest revolution in the industry in terms of stability and performance and loves testing out prototypes with the R&D team in the large test tank at the plant.

Danis also enjoys the prototype stage. His aim is to design versatile boats where everything is in the right place. The prototype stage is where he can test out whether his ideas actually work. “Our prototypes help us ensure that anglers can move about on the boat intuitively and that the seats and controls are perfectly positioned to optimize their onboard experience.”

At Princecraft, we’re very proud of our design kings, but both “Dannys” say that the meticulous work of the R&D team is a big source of pride for them. Behind each of these design gurus is a talented team of dedicated people who also have their say in how Princecraft products evolve. Together they excel in offering the most reliable, beautiful, state-of-the-art boats on the market. “We’re proud to say our boats are entirely designed right here, by our own team, and that’s invaluable,” concludes Danis. From our plant to your favorite waterway, the Princecraft design makes all the difference!



“It’s a privilege to be able to design toys for grownups! Another thing I love at Princecraft is the team work. We’re very close and constantly working toward the same goal.”

- Danis Beauvillier

STRAIGHT

Angelo Viola

"A FISHING BOAT WITHOUT GOOD SONAR AND GPS IS LIKE A BUTTERFLY WITHOUT WINGS. YOU WILL NEVER EXPERIENCE THE FULL BENEFITS OF OWNING A BOAT WITHOUT IT."



Pete Bowman

"WE HERE AT FISH'N CANADA ARE FORTUNATE TO BE ABLE TO EXPERIENCE VARIOUS PRINCECRAFT MODELS ACROSS THE COUNTRY. WE'VE USED EVERYTHING FROM 12 FOOTERS TO 20+'S AND EACH AND EVERY BOAT DOES EXACTLY WHAT IT'S SUPPOSED TO, NAMELY MAKE IT EASY TO DO OUR JOB OF CATCHING FISH AND PUTTING IT ON TV."



Corey Nault

"MY FAVORITE FISHING SPOT IN ALBERTA IS COLD LAKE. HALF THE LAKE IS IN SASKATCHEWAN AND THE OTHER HALF IS IN ALBERTA. IT'S ONE OF THE FEW SHIELD LAKES IN ALBERTA AND THE BEST ADVICE I CAN GIVE TO ANY ANGLER WOULD BE TO BE PATIENT, KEEP TRYING DIFFERENT TACTICS AND FISH THE FISH NOT THE MEMORIES.»



Cory Nephin

"THIS YEAR WILL BE MY 10TH YEAR AS A PRINCECRAFT PRO-STAFFER. IT'S BEEN A GREAT COMPANY TO WORK WITH OVER THE YEARS. MY BOAT HAS BEEN AN IMPORTANT PART OF MY TOURNAMENT SUCCESSES."

Garry Welch

"PRINCECRAFT PROVIDES ME WITH THE RELIABILITY AND SAFETY I NEED TO PRACTICE MY FAVORITE SPORT: COMPETITIVE FISHING. I'M PROUD TO DRIVE A PRINCECRAFT."

Raymond Carignan

"MY BEST FISHING TOOL IS THE DOWNRIGGER. IT LETS ME TROLL AT VARIOUS DEPTHS WITH EXTREME PRECISION. I CAN DO MIRACLES WITH IT!"

Réal Larose

"TO BECOME A GOOD ANGLER, YOU HAVE TO PUT THE BOAT IN THE WATER EARLY IN THE MORNING AND TAKE IT OUT LATE IN THE EVENING. NOTHING BEATS EXPERIENCE IF YOU WANT TO MASTER THE SPORT!"

FROM THE PROS!



FISHING PACKAGE FOR **FEROCIOUS ANGLERS!**

It takes the best equipment to make your Princecraft a true predator on the water. To catch more fish, you need the new Princecraft Fishing package.* The easy way to make all your fishing outings a success!



FLASHY DESIGN WITH DECALS

Show off what you really love!



PREMIUM QUALITY SEATS

All the comfort, quality, and beauty you deserve!



FLAT RATHER THAN DOMED FLOOR BASE

No more obstacles between you and the fish on your aft and fore fishing platforms!



FISHING EQUIPMENT STORAGE UNIT

Pliers, knives, scissors, and more all within reach in a handy storage compartment!



FISH RULER

Measure your biggest catches with ease and make sure you comply with the rules!



ROD ORGANIZER

Rod storage unit for organized anglers who like to know they've got everything at hand!



EXTRA NETS

For safe storage on the fore platform, under the passenger and driver consoles!

