

2015

PRINCECRAFT

DOMINATE THE WATERS



FRANCIS BOUILLON

The pleasure of pontoon boating / 4

New Models
FOR 2015 / 19

**PONTOONS
AND DECK BOATS**



IN THE BEGINNING...

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A SHARED PLEASURE

After a wonderful year celebrating our 60th anniversary, in which we proudly introduced a number of major innovations, we are now eagerly looking ahead to some big changes and outstanding new products in 2015. We're convinced that once again you'll be delighted with our new models and the improvements we've made to many of our boats.

With the Princecraft guarantee of reliability, comfort, and durability, every outing is a special experience. Year after year, Princecraft is proud to be a part of every perfect day you spend on the water—and the lasting memories you'll share. After all, making you happy will always be our number one priority.

The know-how and commitment to excellence of Princecraft's employees, most of whom have worked with us for many years, ensure your complete satisfaction. We sincerely hope you'll share our immense pride in our new products, because you are the main reason our team has been working with such dedication and passion for nearly 61 years.

Have a great season!

Donald Dubois, President



Remember to get a copy of the 2015 edition of the **Fishing Boats** magalogue.



Visit our Website

princecraft.com
1 800 395-8858

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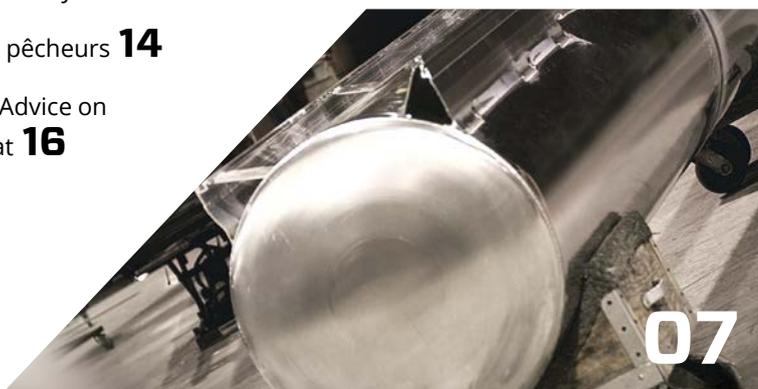
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FRANCIS BOUILLON : HOCKEY, FAMILY AND FRIENDS

As soon as you arrive at former NHL defenseman Francis Bouillon's family cottage, you understand why he goes there to unwind.

Life is beautiful on the Bouillon family's magnificent veranda. So beautiful that you soon feel a Zen-like calm washing over you, not least because of the spectacular view of Lake Saint-François. Tied up at the dock are two magnificent Princecraft boats, one for fishing, the other for touring, but both for having fun!

Delivering excitement and thrills to the fans is Francis Bouillon's stock in trade. Throughout his fifteen seasons with the National Hockey League, including eleven at the Bell Centre with the Montreal Canadiens, he has combined speed, technique, and determination to advance in the world of professional hockey. But at almost 40, Francis Bouillon has also realized that it's important to take a break from time to time. Not a career break, no way. But amidst the whirlwind of hockey practices, trips away, and his various activities, Francis takes time to relax on his pontoon boat with his family and friends.



“I HAVE THE PERFECT BOAT FOR ENTERTAINING.”

Francis is a city boy, a real Montrealer, mind, body and soul. Raised amid the city parks and alleyways of the Hochelaga-Maisonneuve neighborhood, near the arena that now bears his name, Francis never dreamed of the great outdoors. That all changed, however, when he discovered the joy of boating with his wife and sons. He was about 30, and his sons no older than three, when he realized that boating would become an important part of his life.

His comfortable Prestige Edition Vogue 27 SE gives him all the space he needs for another important thing in his life—entertaining friends and family. “We went up to the Thousand Islands last year at maximum capacity, three couples and six kids. Everyone told me the Thousand Islands was the best area for boating in the region. The turquoise water was calm, I think it was the most beautiful day of the summer. We had a fantastic time. We stopped at a beach, and while the kids played in the water, we prepared a little wine and cheese tasting. That’s when I really understood the advantages of a pontoon boat. It’s perfect for entertaining.”



As soon as their guests take their seats, the Bouillon family’s pontoon instantly transforms into an outdoor bar, dance floor, and private lounge. “Friends who come aboard for the first time are impressed by the number and quality of the seats. They’re also surprised that Princecraft thought of adding a bar area with stools, and come evening you should see their eyes sparkle when the LED lighting comes on.”

Although his Vogue 27 SE is designed to accommodate a number of people, Francis and his wife also enjoy touring as a couple. “My wife and I adore our pontoon boat. It’s a great way to unwind. We stop near a beach, cut the motors, and then just relax and enjoy life.”

As head of the family, Francis drives the boat, but he knows that his two sons, Michaël and Anthony, will soon want to take the helm. He’s already started teaching them the rules of boating safety and when an opportunity arises, lets them hold the wheel for a few seconds when driving at low speed. Far from the city, Francis feels like he’s on another planet and appreciates the great times he spends with his loved ones on the water. He knows that as summer draws to its end, the leaves start to turn, and shorts give way to long pants, his hockey routine will begin again. And not just for him, for his sons as well. The twins are both following in their father’s footsteps, both on the water and on the ice!

“IT’S A GREAT WAY TO UNWIND. WE STOP NEAR A BEACH, CUT THE MOTORS, THEN JUST RELAX AND ENJOY LIFE.”

* Read more about Francis Bouillon’s new passion in the **2015 EDITION OF THE FISHING BOATS MAGALOGUE.**



UNDERSTANDING LIFE'S ESSENTIALS ON A PRINCECRAFT PONTOON BOAT

By Julianne Beaulieu

Last night's weather forecast called for sun but the sky is covered in thick clouds. I try to hide my disappointment, but a Hébergevac guest, or perhaps I should say vacationer, puts an arm around my shoulder and says "It's ok, we're going on the pontoon boat anyway, Julianne. We'll sing. You'll see, it'll cheer us up." That's when I realized that the essential thing in life is to have a happy heart. Hébergevac vacationers have that down pat.

The municipality of Val-des-Monts is a little slice of heaven on the shores of Lake Écluse north of Gatineau—and a wonderful example of community involvement. The respite home, Hébergevac, offers those over age 50 who have lost cognitive or physical independence a break from their daily routine. Although it started out modestly, Hébergevac now has nearly ten rooms. One activity has always been on the menu and has become a real favorite among guests: outings on a Princecraft pontoon boat.

Raymond Cholette, one of the founders of the respite home, is a big fan of Princecraft pontoon boats. He has owned a few himself, on the advice of his friend Normand Poirier of Équipement Poirier & Fils. So it's not surprising that he consulted Norman when he decided to let his guests in on the Princecraft experience. Princecraft and Normand Poirier responded by donating a new pontoon boat to the respite home every year since 1997, a year after Hébergevac was founded. And let me tell you, everyone has taken advantage of their generosity.

"Princecraft pontoon boats are reliable and durable, but I'm sure everyone tells you that, Julianne," says Hébergevac coordinator Judith Cadieux. I have to admit that she's right. "For us though," she continues, "having all that space is really helpful. When we bring a few wheelchairs on board, we're happy to see there's room

for everyone. But more important is the feeling of freedom that it gives our visitors. That's priceless."

Robert Saucier, a frequent visitor to Hébergevac, agrees with Judith. He's in a wheelchair himself, and loves coming to Hébergevac for a few days of freedom, fresh air, and some quality time with his fellow vacationers and friendly helpers.

I leave Hébergevac focused on life's essentials: You have to remember to enjoy life even if it hasn't turned out exactly how you planned. A few hours ago I was disappointed with the weather. Now the grey clouds have strangely given way to sunshine. The essential thing is to have a happy heart and a sunny outlook.





“ IN THE SUMMER, WE GET OUT THE PONTOON BOAT RAIN OR SHINE AND TAKE OUR GUESTS ON A CRUISE AROUND LAKE ÉCLUSE. WE SING TO WARM UP OUR BODIES AND OUR HEARTS. AND SOMETIMES WE GET OUT OUR RODS AND DO A LITTLE FISHING. ”
- JUDITH CADIEUX,
COORDINATOR



PRINCECRAFT AND



H36 is simply the best marine-grade aluminum alloy there is, and only Princecraft is able to offer it. Thanks to the state-of-the-art equipment and high level of precision required to manufacture it, H36 is 25% stronger and more durable than any other alloy on the water. That's why Princecraft hulls and pontoons are unbeatable at withstanding bumps and dents—and why no one can resist the charms of a Princecraft for long.

THE PRINCECRAFT APPROACH

It's no coincidence that your Princecraft pontoon boat is a perfect companion for all your activities. Being a pleasure boater, you are part and parcel of the Princecraft approach. When it comes to innovation, you're in the driver's seat—much more than you think, in fact.

ABILITY TO LISTEN AND INNOVATION

What makes Princecraft different? We listen to you. We welcome your comments, suggestions, and ideas. It's partly thanks to you that we are able to really innovate with our boats. When you asked for stronger, safer, more durable boats, we listened. Our R&D teams immediately got to work developing the H36 aluminum alloy. It's the strongest marine-grade alloy in the industry and provides Princecraft boats with outstanding impact resistance. Miles ahead of the competition, Princecraft is the only manufacturer that can offer this major innovation—an innovation that came from you and that you should be proud of!



BOLD THINKING AND NEW IDEAS

Princecraft is always aiming to improve and we embrace the latest technology. Although nothing would be easier, Princecraft staff categorically refuse to rest on their laurels, preferring to constantly evolve. And you are the first ones to benefit. We are constantly upgrading Princecraft boats with state-of-the-art technology. Rather than focusing on the latest gadgets, though, we use technology to enhance your lifestyle and comfort. Take for example the wide range of options available to make your outings more fun and secure: sophisticated sonars, touch screens, recessed halogen docking lights, and smart electric motors that respond to GPS coordinates.



SPEAKING OF GUARANTEES...

In front, in back, on top, underneath, inside—you have our promise that every part of your boat has been carefully designed to guarantee durability, strength, and performance. Princecraft staff leave no stone unturned in making sure that you leave the dock with the same confidence we feel when your boat leaves the plant.

PRINCECRAFT.COM

"WHEN IT COMES TO INNOVATION, YOU'RE IN THE DRIVER'S SEAT—MUCH MORE THAN YOU THINK, IN FACT."

YOUR REAL NEEDS

We insist on putting the word "real" before the word "needs," because we're not into flashy gimmickry. We focus on essentials, provide good advice, and help you choose a boat tailored to your boating style. With its legendary attention to detail and long list of top quality amenities, Princecraft has found its niche in life: ensuring your satisfaction, whatever your needs. Memorable moments on the water—that has been Princecraft's guarantee to you for more than six decades.



BRIDGING YESTERDAY AND TODAY



1994 >> 2015

WHEN THE PONTOON BOAT INSPIRED THE DECK BOAT

We're in the mid 1990s, and walkmans are blaring the international mega hit, *All for Love*, sung by the improbable trio of Rod Stewart, Bryan Adams, and Sting. Lifestyles are changing with the arrival of the Internet and globalization. And boating habits are changing as well. Pontoon boat owners are exploring the possibility of adding a bit of well-deserved speed, while maintaining the comfort to which they are accustomed. Meanwhile the people at Princecraft are thinking, exploring, and developing. Princecraft removes the pontoons from its famous boat and fits it with a wider hull. Between the election of Nelson Mandela as president of South Africa and the hit movie *Forrest Gump*, the Princecraft deck boat is unveiled. The first deck boat had a look all its own, but kept the signature railings and interior lines of the pontoon boat. Princecraft made history in 1994 by combining the unmatched comfort of a pontoon boat with the speed of a sport boat.

WHEN THE DECK BOAT INSPIRES THE PONTOON BOAT

More than twenty years later, the deck boat has a name—the Ventura—and continues to impress with its comfort and great performance on the water. Its hull is now covered in our strongest, most durable marine-grade alloy—H36 aluminum. And since the Princecraft team never stops thinking, exploring, and developing, the deck boat's unique characteristics are now influencing its ancestor, the pontoon boat. For example, the Vogue's full height extruded panels and molded fore section give it a "deck" look. One thing never changes though, anyone who tries out a deck boat adopts it for life, and continues to make boating history, one outing at a time.



▲ VOGUE 25 SE

Shown in Carbon Bronze - Prestige Edition

VERSATILE AND FUN



With their Vectra 21 fully loaded, they're off! They don't know where they'll end up, but they do know the day will be full of exciting activities. Today the pontoon boat is taking the Lambert family to where the fun is. Oh, the happy days of summer!



A PERFECT DAY!

9:00 A.M.

THE PLEASURES OF PLEASURE BOATING

It's a quiet morning, so they take the opportunity to explore a bit. They cruise slowly along the shore, and everyone enjoys a moment in the sun. There's no shortage of seating, however. Even with six in the boat, everyone has room to stretch out or relax on a deck chair. The four Lambert boys (Olivier, Jacob, Gabriel, and Félix) are unusually quiet. That's because they're saving their energy for later; they know they'll need it. Their father Pascal tunes the radio to his favorite channel, which is playing a hit tune. He heads toward a small beach he noticed earlier. The breeze off the lake ruffles the children's hair, and their faces are wreathed in smiles.

Go where you want, when you want.

10:30 A.M.



TIME FOR A DIP!

It's hot and the Lambert family can't wait to jump in the water. As soon as the boat lands on the small deserted sand beach, t-shirts quickly come off and everyone dives in. The water is perfect and a refreshing dip feels great! The little ones may be less adventurous than their older siblings, but they're having a lot of fun.

Today the Lambert family have stopped at a beach, but they could also have stayed out on the water, jumping off the swim platform at the back of their pontoon boat and using the ladder to climb back up safely.

Go ahead, dive in and have a swim!

12:00

FEELING A LITTLE HUNGRY?

The sun is at its height, and with breakfast becoming a distant memory, small stomachs are growling. The pontoon boat is quickly converted into Picnic Central. While the parents get out the huge food-laden coolers stored under the seats, the children sit down at the snack table. Fresh fruit and other tasty treats are on the menu.

After a restful lunch, the Lambert family leave their idyllic spot, the pontoon boat sliding off the beach as easily as it landed a few hours before. They head out onto the water for their next activity, which won't be so restful!

Take advantage of equipment designed for everyday living.

12:45 P.M.



WE LOVE WATER SKIING!

Is a pontoon boat made for speed? Oh yeah! Today Oli is the keenest on skiing. He puts on his skis, buckles up his life jacket, grabs the rope, and off he goes. The boat has no trouble pulling the skier... but the skier has a little trouble getting up on his skis. With its Mercury 90 HP motor, it's not surprising that the Vectra 21 is so powerful and can pull speed lovers with ease. Now it's Jacob's turn. He's having a ball on the inner tube.

Enjoy your favorite water sports behind a powerful motor.

2:30 P.M.



HOW ABOUT A LITTLE FISHING?

"This little cove is perfect," Pascal and his wife Julie agree. They have a surprise in store for the two youngest children—fishing rods! Today Pascal is going to teach them how to fish.

The little ones have their lines in the water, while the two oldest decide they'd rather play some more in the water near the shore.

Go all out enjoying a variety of activities.

4:00 P.M.

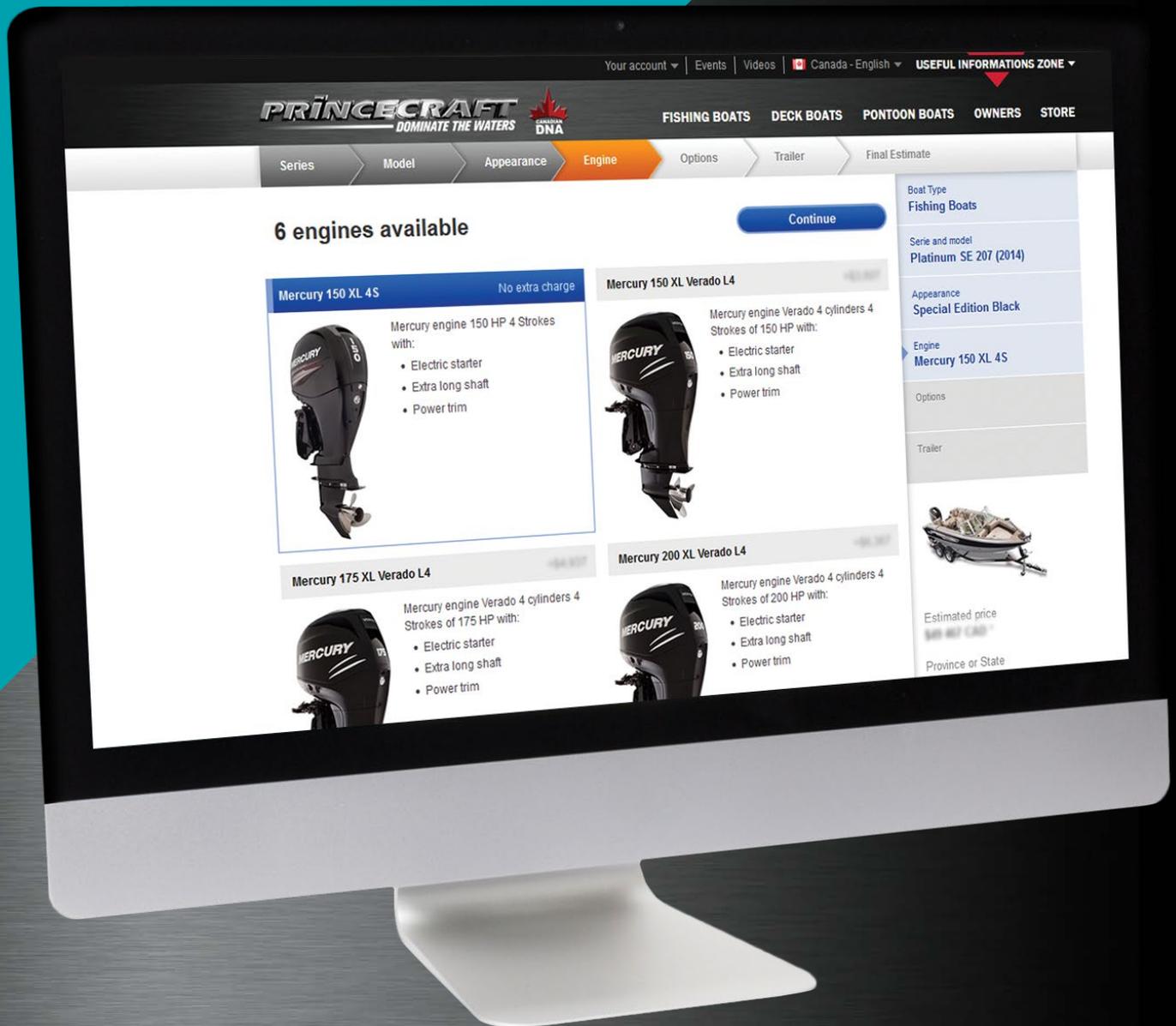
ENJOYING HAPPY MEMORIES

The Lambert family's day on the water is finally coming to an end. While they glide peacefully toward home, everyone is dreamily reliving their perfect day. "What are we doing tonight?" asks one of the children. "SLEEPING!!!" the others answer, their faces tired but happy.

HOW ABOUT YOU?

Princecraft pontoon boats are incredibly versatile. They can literally do anything. Now it's your turn to plan your perfect day full of your favorite activities: moonlight dinners, camping trips, adventure excursions, photo safaris, you name it.

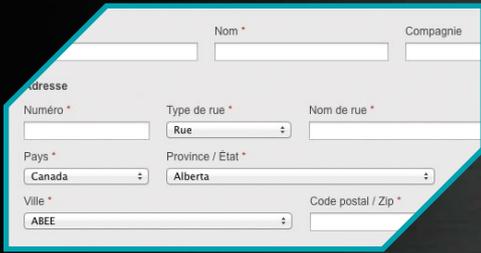
How are you going to spend a perfect day on your pontoon boat?



NEW INTERACTIVE MODULE

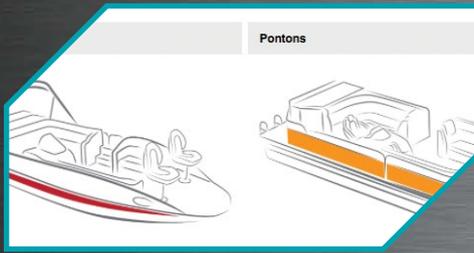
**FUN ON THE WATER
IN JUST A FEW CLICKS!**

Did you know that you can now build your very own Princecraft boat from bow to stern in the comfort of your own home? Our new interactive module allows you to customize your boat to your specific needs and budget. So go ahead and have some fun exploring all the amazing possibilities Princecraft has to offer!



STEP 1 / NAVIGATING THE WEBSITE

First go to princecraft.com—You'll have as much fun cruising through the Website as on your favorite body of water. Start by creating an account to access a variety of exclusive information.



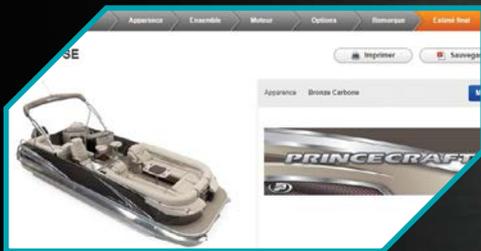
STEP 2 / BUILDING YOUR BOAT

You've dropped anchor at princecraft.com/build-your-boat and you now have an ocean of options to choose from. Afraid of getting lost? Don't worry, we'll give you step-by-step instructions and guide you to the model that best meets your needs. Then get ready to be propelled into a world of unparalleled power as you select the size of the motor that will be roaring behind your boat. Are you a speed demon or is pleasure-boating more your thing?



STEP 3 / CHOOSING YOUR OPTIONS

We're betting that you'll spend most of your time on this step given the wide selection of tempting options that will appeal to all your senses. What about price? Don't worry, the cost of each option is clearly indicated so you can adjust, remove, or replace options throughout the process to help you stay on budget.



STEP 4 / VIEWING YOUR BOAT AND PRICE ESTIMATE

Your cruise through the various configuration steps for your new Princecraft is already at an end. You can now see your new dream boat and the final price estimate. With just a few clicks, you've brought a long-cherished project to fruition. And your Princecraft boat is even more affordable than ever thanks to a range of financing options. Visit your nearest dealer and meet our experts!



STEP 5 / LIVING YOUR DREAM

Dominate the waters throughout the boating season in the Princecraft of your dreams!



JUST TURN ON YOUR COMPUTER
and build the boat of your dreams.

[princecraft.com/
build-your-boat](http://princecraft.com/build-your-boat)

A COMIC SEASON...

FOR THE PAST TWO SEASONS, MAY HAS MARKED THE ARRIVAL OF A UNIQUE NEW PHENOMENON IN THE EASTERN TOWNSHIPS: MIGRATING FLOCKS OF COMEDIANS LANDING AT A TYPICAL QUEBEC LAKESIDE COTTAGE ON LAKE NICK. WE JOIN THEM IN THE MIDDLE OF FILMING LES PÊCHEURS SERIES, A MIX OF FICTION AND REALITY TV.



Once upon a time there was a guy, a guy called Martin Petit, who is not very *petit* in fact. A well-known Quebec comedian, Martin also dreamed up and writes the script for *Les pêcheurs*, a TV series broadcast on Radio-Canada. The concept is simple, but very effective, and very funny: Every week Martin invites his comedian friends for a weekend of fishing—and the adventures that ensue would have “real” anglers on the floor laughing.

Although lots of Quebec comedians are keen on climbing aboard Martin’s rowboat, members of the film crew are even happier working on their Princecraft pontoon boat. They chose the Princecraft Brio partly for environmental reasons. “Since gas engines are not allowed on Lake Nick, we were looking for an electric pontoon boat big enough to carry our equipment,” explains the program’s director, Jean-François Asselin.

Efficiency is the name of the game on set

The Brio quickly became an indispensable tool for filming the series. The crew, which had only a few months to film the second season’s 12 episodes, quickly adopted the boat as its headquarters. Sitting comfortably on one of the pontoon boat’s plush seats, Jean-François directs the actors and crew during the water scenes. “The boat’s incredibly comfortable, you couldn’t ask for anything better.” Sometimes the Brio is also used as a platform for filming. “We sometimes set up a camera directly on the pontoon boat to film a specific shot. The boat’s motor is very quiet, so you can’t hear it during the scene. Which I’m sure pleases our post production sound team no end.”

Even though the pontoon boat is electric, you shouldn’t underestimate its motor. The energy stored in its big solar panels, delivers 9.9 HP of power, more than enough to travel quickly between film sites.



THREE GUYS IN A ROWBOAT

The most improbable situations have the biggest comic potential, which Martin Petit keeps well in mind when writing scenes tailored to his guests. When the Princecraft writing team came to visit, Martin had two well-known comedians with him in his rowboat: The handsome and bilingual 2014 comedian of the year, Sugar Sammy, who was fishing with the colorful Laurent Paquin. An unlikely trio maybe, but one that served up hilarious repartee and side-splittingly awkward situations!

The film set is as improbable as the trio of actors. By land you get there by running along a tightrope and then scaling down a steep cliff before finally arriving downstream on the peaceful shores of Lake Nick. The hazards of the trade, so to speak. By water, it was a whole lot easier. The Princecraft brought all the equipment, and the actors.

Quiet on the set and 3, 2, 1, action! They perform the comic scene, then do it again. They change the shot, and the scene is replayed. The lighting is adjusted, they move to get the best sunlight, and redo the scene. From his floating office, Jean-François directs his team with ease. Everyone knows their role, actors and technicians alike. Maybe Jean-François is so comfortable because this isn't the first time he's made a film near the water. One of his major projects was the drama *Nos étés*, filmed in part in Kamouraska, on the banks of the St. Lawrence River. The call of water? Who knows? In any case, on the set of *Les pêcheurs*, the director looks like he's having a lot of fun. And so will you, as you watch the TV series.

— THE FIRST SEASON OF LES PÊCHEURS WAS INCREDIBLY SUCCESSFUL, WITH EACH EPISODE REACHING AN AVERAGE OF 1.3 MILLION VIEWERS. IT WAS NOMINATED FOR NINE GEMINI AWARDS AND WON AN OLIVIER AWARD FOR BEST COMEDY TV SERIES. THE SECOND SEASON WILL SOON BE AVAILABLE IN STORES. —

**CHECK OUT
THIS COMIC
PHENOM HERE:**

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lespecheurs.radio-canada.ca

REQUIRED STEPS BEFORE LAUNCHING YOUR BOAT

CAN'T WAIT TO GET BACK OUT ON THE WATER? WE UNDERSTAND!

But before leaving, a few important steps are necessary to ensure you set sail in complete safety. Here are a few things to keep in mind before taking to the water.



Weather Forecast

Always check the weather because conditions can change very quickly in summer. You can get up-to-date information at any time on the Coast Guard's VHF frequency. There are also a number of other sources of information on developing storms and wind speeds. Each boater has his or her favorite: Environment Canada, Weather Network's radar map, the Weather Channel, SkyMotion, or AccuWeather. It's your choice. If the color of the sky doesn't match the forecast, it's always better to trust your senses.



Water Body Restrictions

Water bodies can be fun, but most have a number of down sides. To avoid nasty surprises like rapids or shoals, make sure to have a nautical chart with you. Or you can buy a sonar equipped with underwater mapping software. It's easy to understand and fun to use, and will help you avoid areas that could damage your Princecraft. After all, not all parts of a water body are good for boating.



Boat Inspections

Did you know that almost half of all emergency calls are the result of mechanical failure? Make sure that your boat's mechanics are in good working order and that you have enough gas in your tank for your outing. Remember to inspect the general condition of your boat, both inside and outside. The hull, motor, navigation lights, and electronics must all be in ship shape before you head off.

3, 2, 1, AND YOU'RE IN THE WATER!

Launching your boat can be stressful, especially if other boaters are waiting their turn to use the ramp. The key is to take things slowly. Taking a few more minutes will increase your confidence, and your safety.

Have a good outing!



Safety Standards

Before you leave, you must inform your passengers of the safety features of the boat, such as where the life jackets, first aid kit, oars, and fire extinguisher are located and how to use them in an emergency. You should also warn them about the effect of the boat's movement, as well as the sun, waves, and wind. Did you know for example, that the effect of alcohol on your body is greatly enhanced in a boat? For everyone's safety, make sure your passengers don't drink too much. Here's a tip to prevent overdrinking: keep only a small amount of alcohol on board and bring lots of nonalcoholic drinks.

75

candles for Mercury Marine

IN A NUTSHELL

Since 1939, Mercury Marine has become the world's top supplier of boat motors thanks to the power and reliability of its products. It all started when its founder Carl E. Kiekhaefer demonstrated the courage and vision to buy a small bankrupt plant containing 300 defective outboard motors in 1939. He rolled up his sleeves, rebuilt the motors to contemporary standards, and then promptly sold them to the distributor who had turned them down several months before. The following year, Mercury received more than 16,000 individual orders. By always striving to improve, Mercury Marine has become an internationally recognized company with more than 5,400 employees. More than 4,200 distributors and manufacturers worldwide use Mercury Marine motors, and Princecraft is one of them.



ARCHIVE IMAGES

PHOTO OF CARL E. KIEKHAEFER
PHOTOS OF 1939 MOTORS

PURE CLASS AT A GREAT PRICE!

Upgrading to a high end boat has never been easier. With its new Vogue, Quorum, Sportfisher LX, Sportfisher, and Vectra Editions, Princecraft offers superior quality options at such amazing prices—you'll wonder if you can afford to pass them up?



Vogue

Prestige Edition

- / Monochrome upholstery with Reflexion vinyl
- / LED lighting inside speakers and cup holders, on pontoon logs and floor, and even in the bimini top
- / Luxurious stainless steel boarding ladder



Quorum and Sportfisher LX

Elegance Edition

- / Luxury monochrome upholstery
- / LED lighting inside speakers and cup holders and on pontoon logs and floor
- / Swim platform with Infinity vinyl
- / Woodgrain table



Vectra and Sportfisher

Classic Edition

- / Superior design 3D chromed decals
- / Luxury monochrome upholstery
- / Premium quality captain's chair
- / LED lighting under the driver's console
- / Streamlined sports helm
- / Chromed horn and light housings
- / Halogen lights

Get more out of your Princecraft today with these high end Editions. Examine all the options available on the Prestige, Elegance, and Classic Editions on the options [page 63 in the magalogue](#) or at princecraft.com.