



What **Australian
Boating Magazine
Can Do**

**That Social Media
Can't.**

We'll **support** you. The business. The dream. The future.

We'll work **WITH** you.

We **produce** media as you need it:

Words. Boat & tackle tests. Product tests. Great ads that work. Awesome photography. Edited video.

Whatever it takes. We'll **make it for you.**

It's the AB difference.

On the following pages we've created **a display** counter of our work in *Australian Boating* - **all sorts of stuff** - that shines a light on the difference between what we do for the marine world 24/7 compared to what social media does - when, and if, you can find it.

The AB difference?

We actually make it.

Single Page Advertorial

Right: GME

For years, the fashion world and women's mags have utilised 'advertorial' programs, where appropriate editorial and photography is supplied by the publisher and fashion house working together to their mutual benefit.

The magazine gets the latest trends and products, and the fashionistas get the promotion of their new range for a fraction of the normal ad rate.

*Fact Check

(1) A single page promotion like this one for GME's popular GX700 VHF on a regular basis need only cost as little as \$189 pm.

(2) Typically, the words and photo(s) are supplied by the manufacturer or importer. AB edits the words, highlights the best and/or salient features, we do the layout and submit the page back to the client for approval.

(3) This could be every month, or in batches to suit product releases, or there could be 2, 3 or 4 single pages involved in any given issue.

(4) And the AB team does the artwork.

Multiple Page Spread Advertorial

Over Leaf: Raymarine x 2, Navionics x 3, BLA x 3

AB has torn up the old boating magazine play book, and is introducing special 'Marine Advertorial' to the AB marketing mix.

Single pages (like the GME page on the right, or the Raymarine, AMI's ZipWake, Navionics or BLA multiple page spreads over the page) are amazingly cost effective.

The client supplies the material, we do the layouts; we both sign off the work.

*Fact Check

(1) A double page spread promotion such as we've done (overleaf) for Raymarine, or BLA, on a regular basis need only cost as little as \$340 per spread per month.

(2) Typically, the words and photo(s) are again supplied by the manufacturer or importer. AB edits the words, highlights the best and/or salient features, **we do the layout and submit the pages back to the client for approval.**

(3) This program is specifically designed to haul out that sleepy, specialist stock out in the warehouse, and shine the light of well targeted publicity on it, at a very affordable rate.

(4) And the AB Team does the artwork.

Australian Boat Mag, June 2015

NEW FOR 2015



GME GX700 VHF

VHF Marine Communication with Configuration Flexibility

GME, the Australian leader in Marine and Land-based communications equipment, emergency signalling beacons and television signalling equipment has announced a new VHF Marine Radio will be available for sale from May 2015.

The GME GX700 VHF Marine Radio is a compact communication and safety device with innovative installation options. Waterproof to IPX7, the GX700 is the ideal communication tool for your boating lifestyle whether you're sailing inland waters, or heading offshore.

Compact design makes installation of the GX700 simple and enables installation in locations where space is limited. The GX700's innovative rear microphone input socket enables the user to run a 5m or 8m extension cable (available as an optional accessory) from the rear input to a convenient location on the vessel where the waterproof flush mount socket can be installed. The waterproof speaker mic can now be input from this location. By adding the waterproof blanking plug to the front mic input socket, obstruction caused by the mic cable

hanging in the skipper's field of view is eliminated. This setup is ideal for "above windscreen" installations in hard-top vessels.

Crystal clear audio is delivered via the GX700's dual speaker system, and can be further enhanced by the addition of the SPK45 extension speaker. The GX700's LCD display features large, easy to read numbers and adjustable brightness. Designed with ease of use in mind, the screen can be read from virtually any angle, day or night.

Dual Watch, Triple Watch and two programmable priority channels provide easy access to regularly used channels. Channel scanning is programmable, making it easy to monitor all important communications. Available in a choice of white or black, the GX700's sleek design will compliment the appearance of any vessel and matches perfectly with GME's 27MHz and Entertainment products.

The GX700 is available through Authorised GME dealers at a Recommended Retail Price of \$249 incl GST.

AB

Raymarine Continues To Shine

For many years, Raymarine has been one of the top electronic equipment manufacturers, increasing their market share and position in the grand scheme of things with many technical innovations.

The most obvious is their work with the Flir Night Vision systems which have now grown to the point where it's almost standard equipment on most larger cruisers along with the radar, GPS and fish finder.

This year, in a bewildering display of fabulous equipment, the gear that stood out most of all was the remarkable sophisticated Dragonfly5 Combo unit (and there's about half a dozen models called Dragonfly with different levels of capacity and sophistication) but for the power and efficiency available through this awesome combo package, the price is exceptionally good value.

Like so many of these new electronic devices, I worry sometimes whether a lot of the features are necessarily relevant to the end consumer, especially fishos that go to pretty much the same reef and work the same patches and species all the time in the same area.

That said, these modern transducers with their "CHIRP" facility have features and benefits that will almost certainly uncover more features and characteristics of those same known areas that you have fished for maybe 10 or 20 years because the sounders are now so much more efficient and more able to "paint the picture" of what's down below.

The GPS side of this gear is well sorted these days and it's just a standard fitting. The days when boatowners would only buy a single unit system ie, they would buy a fish finder, a GPS unit and a radar as two or three separate units, are well and truly over.

Ray Marine are now working into the management of the ship's systems processing, with touch screen systems that enable the skipper to flick from screen to screen on demand, and hook it up to a whole raft of additional facilities, be it video in the engine room, temperature gauges for the ocean temperature under



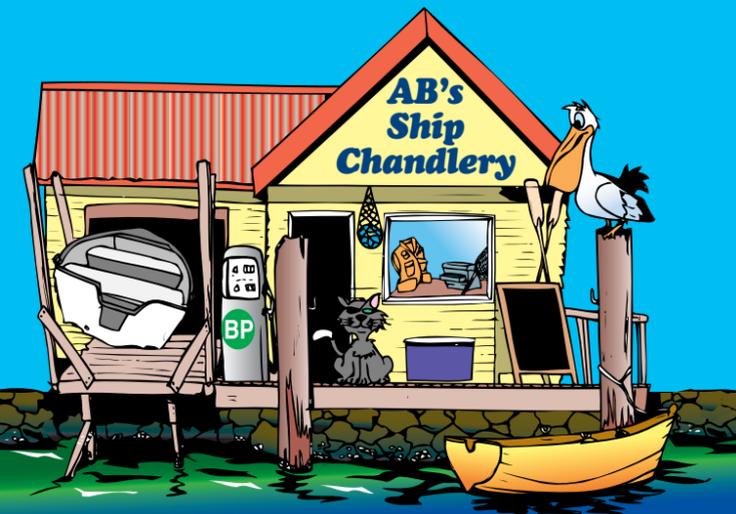
the transducer or overlaying the radar plot over the GPS plotter. Flicking between the radar screen, the GPS, the fish finder all happens in milliseconds, and considering the drop in prices today, it's easy to see why this equipment had queues of people lining up to trial it at the Boat Shows, a process that will continue for the next couple of months.

AB



Of all the trends in modern electronics, the development of 'touchscreens' such as these had an unexpected benefit - they forced the electronic software engineers to create simplified, step by step 'touch' programs - so whilst the gear IS infinitely more powerful, more effective, it is actually much easier to use.



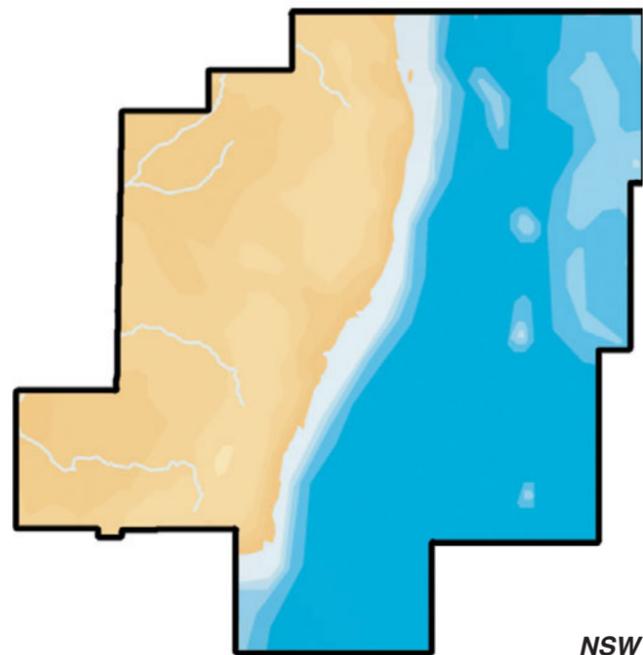


Major New Chart Upgrades From Navionics . . .

Navionics introduce seven unique coverage areas that include marine and lake charts and providenautical chart, sonar chart and community edits offered at only \$165 each

Navionics, the leader in content and location-based services for the recreational boating market, announced today the release of Navionics+ Regions in seven coverage areas throughout Australia and New Zealand.

At the affordable price of AU\$ 165 per region, Navionics+ Regions is a tremendous value that includes Nautical Chart, SonarChart™ 0.5 m HD bathymetry map and Community Edits. Daily chart updates and advanced features are included for one



NSW

year.

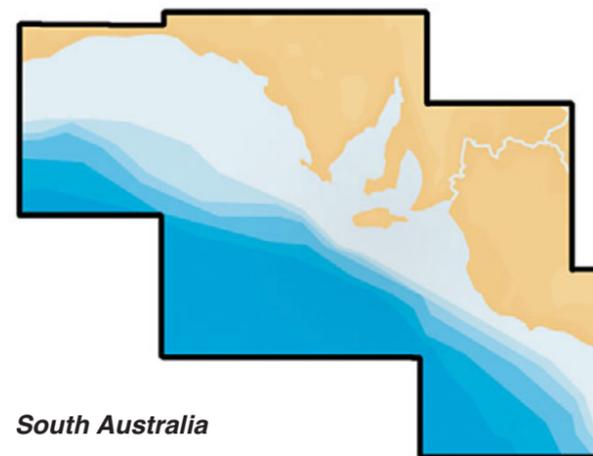
“For the vast majority of boaters and anglers, the coverage of one Navionics+ Region preloaded with Nautical Chart and SonarChart™, allows them to take full advantage of the outstanding capabilities of Navionics+ at a more affordable price point,” said John McDonald, Sales Manager, Navionics Australia.

Navionics charts are updated every day with official information, while SonarChart™ and Community Edits are continuously enhanced by regular contributions from fellow boaters. To keep their charts current, customers can download updates anywhere within the coverage area from navionics.com.

Available coverage areas include:

NAV+WA Western Australia

NAV+SA South Australia *(Continued on Page 8)*



South Australia

For a closer look at the actual chart, Navionics have a terrific chart preview system which you can see here:

https://www.navionics.com/aus/charts?chart_s=NavionicsPlus&fn=1/

Navionics Chart Edge Descriptions

New South Wales (NSW) – Point Hicks to Noosa

Noosa is 140km North Of Brisbane – Point Hicks is just past Mallacoota in Victoria

Queensland (QLD) – Byron Bay to Robinson River

Byron Bay is in NSW 60km South of the Queensland border – Robinson River is 100km into Northern Territory in the Gulf of Carpentaria

Northern Territory (NT) – Lockhart to Walcott Inlet

Lockhart is in QLD and on the Eastern side of Cape York – Walcott Inlet is in WA and 500km past the NT/WA border

Western Australia (WA) – Darwin to Ceduna

Darwin NT to Ceduna in SA in the Great Australian Bight

South Australia (SA) – Eucla to Wye River

Eucla is just on the WA side of the SA/WA border – Wye River is just past Apollo Bay in Victoria

Victoria - Tasmania (VIC/TAS) - Batemans Bay to Cape Jaffa including Tasmania and Bass Strait

Batemans Bay is on the NSW South Coast – Cape Jaffa is in SA just North of Robe

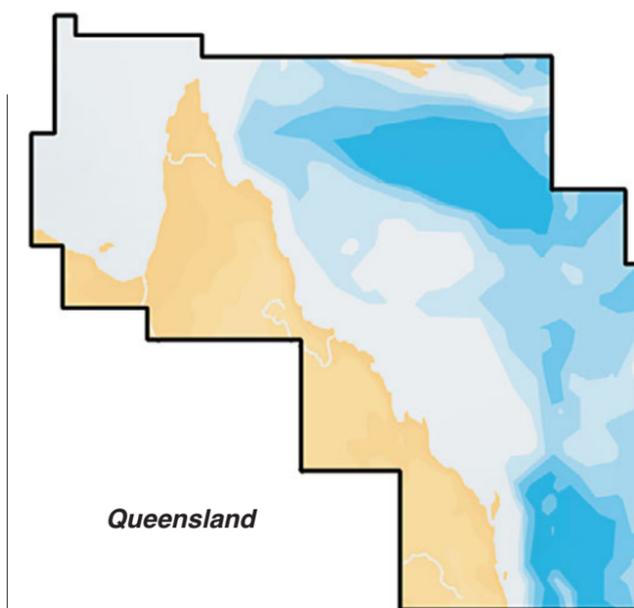
New Zealand (NZ)

(North and South Island including Chatham Island)

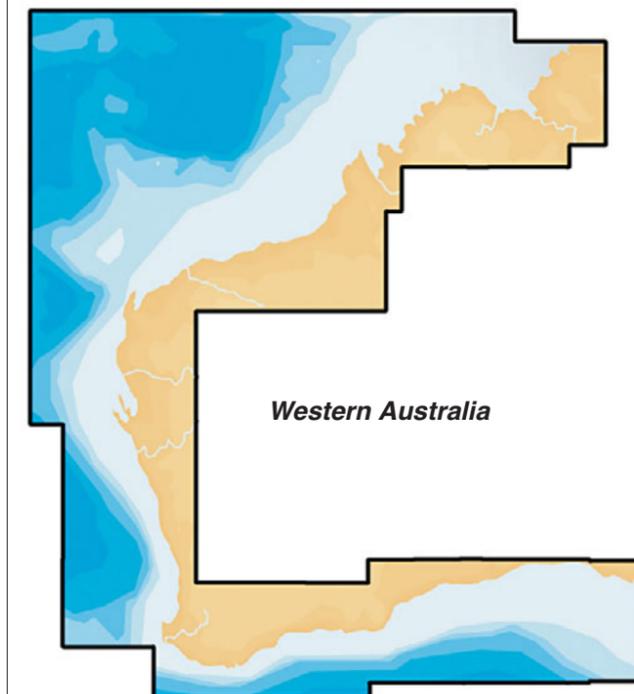
North and South Islands

(Special thanks to Navionics' John MacDonald for this specific data for AB readers)

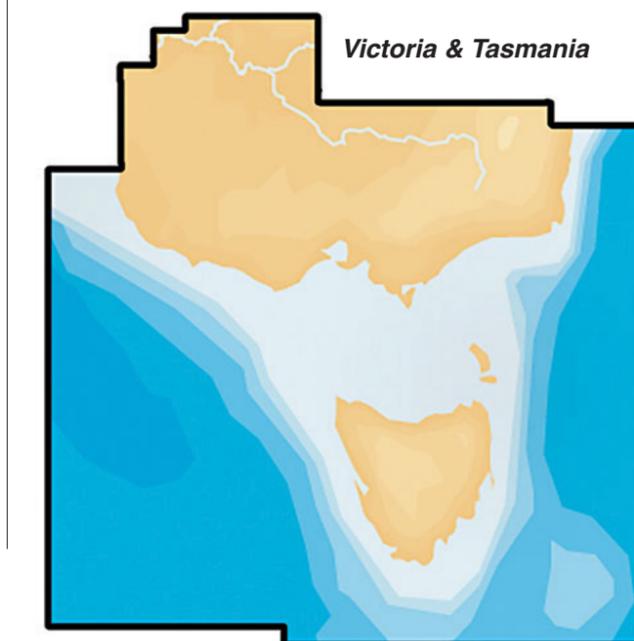
AB



Queensland



Western Australia



Victoria & Tasmania



AB's Ship's Chandlery . .

NAV+QLD Queensland
 NAV+NSW New South Wales
 NAV+VIC&TAS Victoria & Tasmania
 NAV+NT Northern Territory
 NAV+NZ New Zealand

Availability

Navionics+ Regions is available for AU\$165 each (incl. GST). To learn more about Navionics+ Regions or Navionics and its complete product offerings, please visit navionics.com

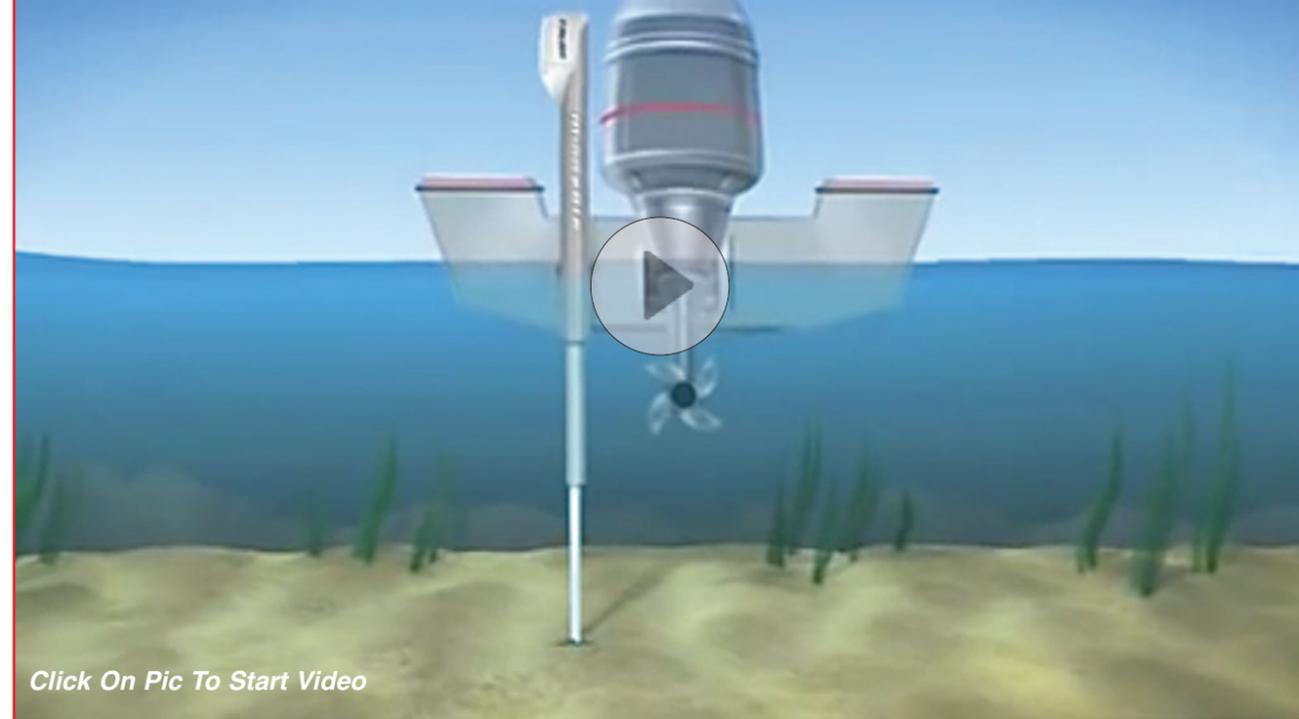
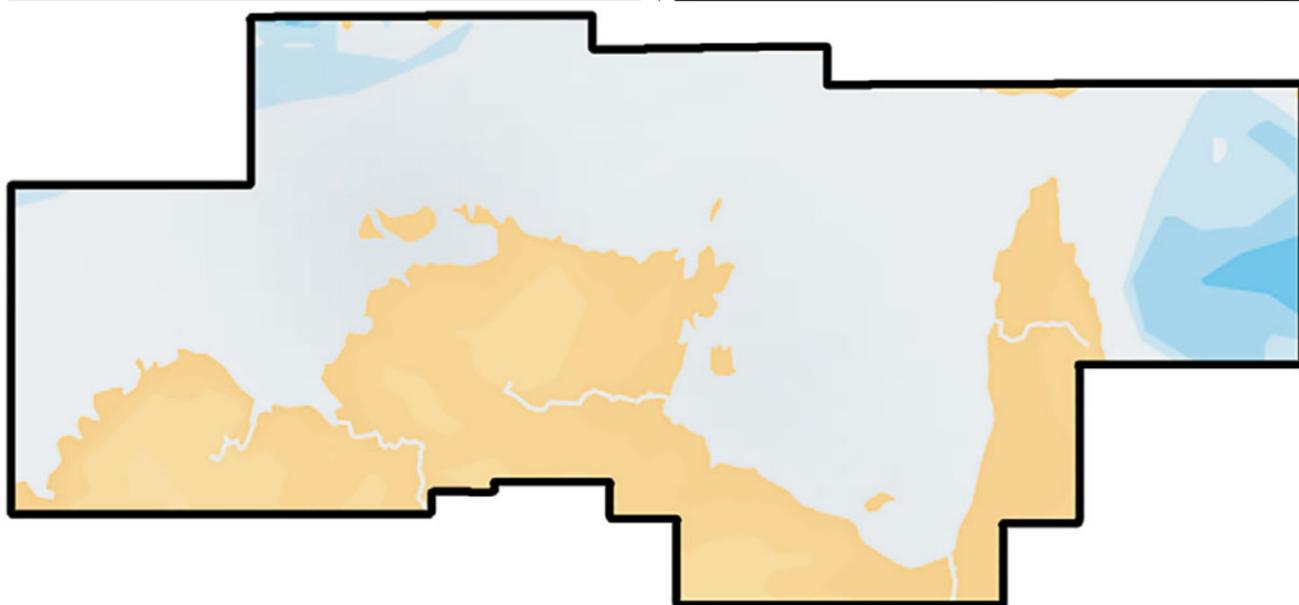
About Navionics®

Navionics, a Garmin® Ltd. company, develops and manufactures electronic navigation charts of marine areas, lakes, and rivers around the world for use in GPS chartplotters from leading brands. Navionics, based in Viareggio, Italy, operates its US headquarters in Wareham, MA, and worldwide offices in the UK, India and Australia.

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AMI Group is comprised of the following entities: AMI Sales, AMI Marine International, Navionics Australia, TMQ, Marsafe, GMDAS, WETSS, Smartsat, Nautical Supplies, Shipmatic Singapore



Click On Pic To Start Video

Minn Kota Re-Thinks Anchoring Techniques. .

The All-New Minn Kota® Talon® Offers More Control Options, Deeper Anchoring and Added Versatility

Using a Minn Kota® Talon® for precise boat control has never been easier. In fact, there are now five ways for anglers to activate the Talon from anywhere in the boat.

The newest way utilises Bluetooth® communication to pair the Talon with Humminbird® units on the boat for total boat control on one console (including the ability to pair Humminbird units with select Minn Kota trolling motors). Anglers can also engage the anchor using a foot switch, with a wireless remote (every Talon comes standard with two), via the new Talon smartphone app, and with the Talon's built-in control panel.

According to Minn Kota Product Manager Shaun Clancy, "When it's time to Talon down we



give anglers options so they can lock on a spot no matter where they are in the boat or their style of fishing."

Another major advancement is the introduction of Minn Kota's new 15-foot Talon, the deepest electric anchor spike ever made. It allows anglers to lock down on more spots to effectively unlock more water.

Also new for 2018 is a clever work light built into the Talon top cap. When fishing in dark conditions, the work light illuminates the entire back deck of the boat to help anglers when rigging and landing fish at night. It has three brightness settings and white or blue LED light options for ideal illumination.

Talon allows anglers to anchor in any condition with three user-selectable anchoring modes – another exclusive feature. The AUTO-DRIVE MODE powers the spike into the bottom with three increasingly aggressive hits. A SOFT BOTTOM MODE is ideal for less aggressive anchoring and easier retraction in muddy or silted bottom. When the wind is blowing, the ROUGH WATER MODE performs three consecutive auto-drive sequences at 10-second intervals for a secure hold when the boat rises and falls in waves.

Talon's electro-mechanical design keeps the motor above the waterline for silent stealth below the surface. Talon also deploys vertically and out of the way, helping eliminate unwanted tangles when



AB's Ship's Chandlery . .



fighting boat-side fish. Also, anglers can add the tilt bracket accessory for easy tilt function for passing under low-hanging obstacles.

In addition to the new 15-footer, Talons are also available in 8-, 10- and 12-foot models. They all feature Bluetooth technology with a variety of colour combinations including red/black, blue/black, silver/black, silver/white, all black and all white. The new Talons will be available in April 2018.

RRP: Starting from \$3,559 AUD

New Aerofast Floating Hook Ratchet Tie Down

Aerofast has released a new Floating Hook Ratchet Tie Down.

Aerofast's products are carefully designed for the Australian and New Zealand markets to



ensure customers have a product most suitable for the types of vessels and loads being carried.

Aerofast's comprehensive range includes products for specific uses – they do not believe in a one-size-fits-all philosophy. All Aerofast products are produced to exceed the safety standard ASNZS4380:2001

Features:

- Ratchet mechanism
- Heavy duty easy release ratchet with 1 metre of webbing sewn in loop
- 2 PVC coated floating 'S' hooks sewn over into loop
- Sold in Pairs

RRP: From \$51 AUD

New MegaPulse Heavy Duty Battery Conditioner

MegaPulse have released a new heavier duty Battery Conditioner. It features 2000 Ah conditioning capacity, is compliant to IP67 waterproof rating, and the external fuse is IP67 rated.

Megapulse Green Energy is a patented process that eliminates electrical system faults due to voltage losses created by battery plate degradation as a result of batteries simply being



in service. Megapulse reverses degradation allowing the battery to power the electrical system at full voltage.

The original model has also had a price reduction to \$149 RRP.

"We used the MegaPulse to bring an Odyssey PC1500 AGM battery from 0 CCA to its factory specification of 880 CCA. Over a five-week

period with a 2-amp charge and the MegaPulse wired to the battery, we saw amazing results on our bench test. We will be installing this product on all our new builds for preventative maintenance on our intricate battery systems." - Bayliss Boatworks

Features:

- 8mm Ring Terminals
- 2000 Ah conditioning capacity
- Cable Reach (terminals 1050mm apart)
- Suitable for Medium-Large applications
- Multi-voltage compatible 6v to 48v
- Compliant to IP67 waterproof rating
- External fuse IP67 rated - 100% sealed
- ISO9001, E11, CE, RoHS, RCM Certified
- 10-Year Global Replacement Warranty
- Designed and Manufactured in Australia

RP: \$249 AUD

ROKK Charge+ Waterproof 12/24V USB Socket

The brand new, world's first Waterproof Dual USB Charge Socket (12-24V) is the perfect way to charge your devices onboard, whatever the weather.

Perfect for sail and powerboats of any size, the dual socket will connect and charge devices including phones, tablets, fishfinders, chartplotters & more! The Scanstrut charger can charge devices up to 3x faster than standard USB sockets. It features an ultra low profile, that's perfect for any outdoor application.

Scanstrut wins Chuck Husick 2017 Marine Technology Award

After looking at the whole slate of 2017 nominees, the judging panel of experienced marine technology experts and voyaging sailors awarded the Scanstrut ROKK Charge+ Waterproof USB Socket the highly prestigious award.

"We are hugely honoured to receive this highly regarded award. It is a testament to the success of ROKK Charge+ in 2017, it was our fastest selling product in the company's history and the ease of install and range of impressive features has enabled it to fast become the onboard USB charger of choice for many boat owners, boat builders and major electronics manufacturers." Tom Reed - Managing Director, Scanstrut.

The judging panel concluded that "as smartphones and tablets proliferate on board, the need for a charging station to keep them topped up is obvious. And while a charging fixture



belowdecks is helpful, what about charging while on deck and the unit is being used in the cockpit? And if it's going to be in the cockpit, it better be waterproof. The ROKK Charge+ checks all those boxes."

Features:

- IPX6 waterproof
- Universal fit for any Type-A USB connector
- Charging two devices at once
- Click and lock lid
- 316 stainless hinge and spring
- Standard barrel size

RRP: \$86.90 AUD

AB

AB New Product Testing & Publicity

Below: Garmin, Hydrive, Parsun, Oceanic, GME



Easily one of the most popular sections of ABM, the Product Tests provide the hard-to-get, independent consumer test reports readers cannot get off web sites, where all products are as good as each other - not!



(Clockwise) Garmin Combo plotter & VHF radio, Hydrive hydraulic steering, testing an outboard, the Parsun 15hp outboard, Oceanic tandem trailer and GME's AM-FM-CD entertainment centre.



The trouble with marine products' web sites is that they all - understandably - reckon their product is the best.

For the boatowner trying to figure out the BEST combo GPS plotter system - or ANYTHING else, it is a nightmare of b.s. and hype.

Product tests by the ABM team have sold millions and millions of dollars worth of product **over the past 40 years.**

Why? Because we are able to express a qualified, *independent* opinion; we test them properly so we say what the products can - *and can't* - do. Importantly, a good product test can have a 'shelf life' of years.

How do we choose the products? We base the decision on the

*Fact Check

(1) In practice, we only choose and actually test the best products from the top manufacturers. It's a commercial reality, as we can't afford to test dud products.

(2) Most major field test reports are from products we've purchased ourselves, and installed in the relevant Project Boat we're working with at that time.

(3) In 2018-19, the new gear-test Project Boat will be operating from June, specifically for blue water electronic gear tests.

product's application to ABM's readership, its potential performance and commercial merits.

Obviously, we work very closely with our ad clients, and look to them for exciting new products which are often installed in one of the Project Boats we maintain for this purpose.

Overleaf: AMI's Zip Wake Trim Tabs, 2018 Four Winns 'Day Boats' In Australia

Multiple Page (Product) Advertorial

Many advertorial programs can be of a highly technical and complex nature, but we 'DO' highly technical, complex and sophisticated promotions every day before lunch, where social media's fixation on short grabs and small pics simply doesn't cut it.

Check out the Zip Wake trim control promotion on the following 6 pages.

Our readers love this level of complexity and information.

And the SB team has the technical skills - *and interest* - to present it

effectively. The 16 page Four Winns supplement is even more spectacular. It's cost effective, and an extremely powerful sales tool - **written and produced by the AB team** for the Beneteau group in Oz.

*Fact Check

(1) The Zip Wake promotion is rated @ the multi-page rate of \$170 pp, so the six pages involved would come to \$1,020 for the original six.

(2) A really big custom supplement like the Four Winns release, designed and assembled by AB, is inconceivable on social media, but just par for the course for the AB team. \$ by negotiation.

The Intriguing ZIPWAKE Trim Control System

from Sweden, through AMI



**First Published in AB #222 in May, 2015



The ZIPWAKE Trim Control System

Control, comfort, safety. The new Zipwake Dynamic Trim Control System offers powerboat owners a smooth and comfortable ride even during acceleration.

AMI, a wholesale distributor and specialist agent of leisure marine products, is pleased to announce a recent partnership to deliver Swedish made Zipwake to our Australian customers.

Zipwake is the world's first inexpensive dynamic trim control system, incorporating a state-of-the-art series of what they describe 'durable, fast-acting interceptors' but what most Australian boatowners would call 'trim tabs'.

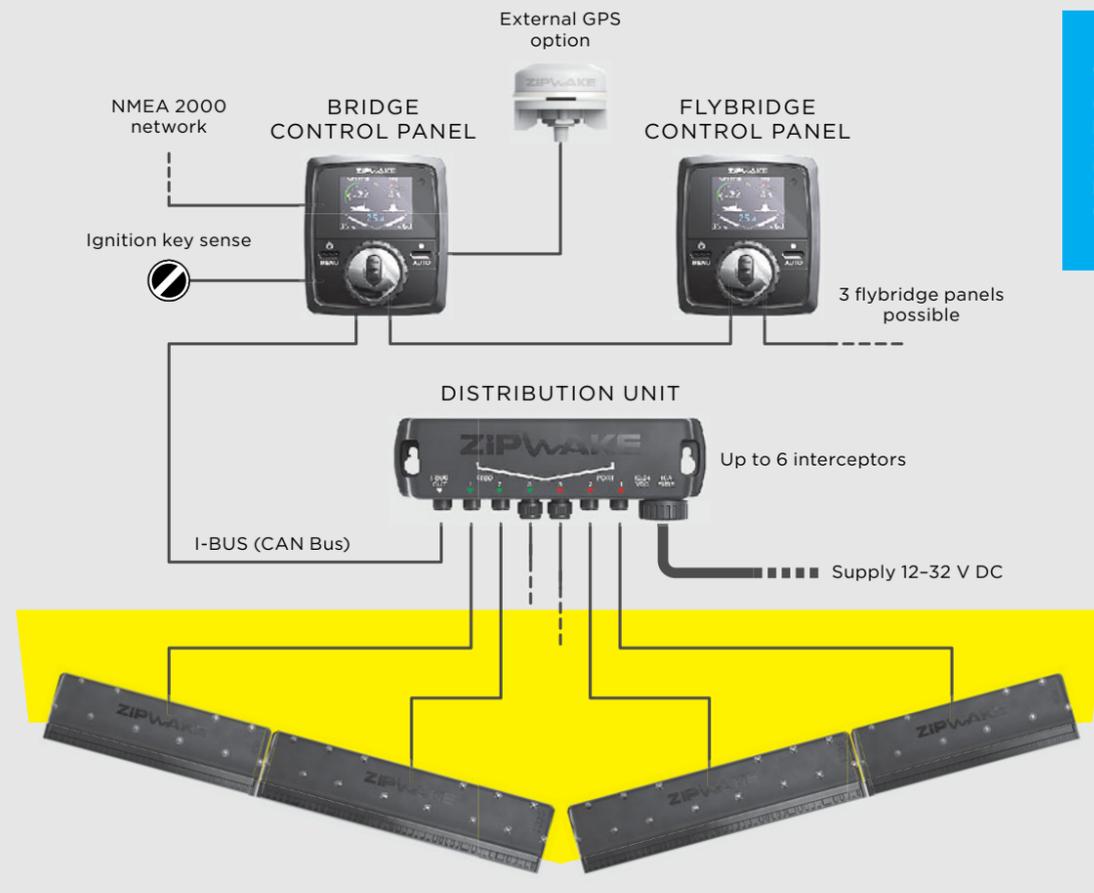
The system is fully automatic. It significantly enhances the boat's performance, fuel economy,



comfort and safety when accelerating, turning or running in a seaway.

Zipwake's unique 3D controls provide the driver with unmatched, user-friendly, intuitive and precise control of running trim, heel or heading. Integral, high-frequency GPS, 3D gyro sensors and a robust ride-controller all come as standard along with a colour display that is readable in bright sunlight.

This first-ever modular design made for mass production makes the series of fast-acting interceptors durable, affordable and perfectly adapted to any planing or semi-planing boat between 6m and 18m. All components have been meticulously engineered to withstand impact and avoid water ingress, thereby minimizing the risk of costly maintenance and downtime. Interceptor or blade actuation takes place by way of a



SMART RIDE CONTROLLER

Model	CP-S
Weight	0.22 kg
Mounting	Flush or surface
Supply Voltage	12-32 V DC
Power Consumption	10 W max
Waterproof Rating	IP67/IP64 (front/back)
Operating Temperature	-20° to +85°C (-4° to +185°F)



STATE OF THE ART INTERCEPTORS

Model	IT300-S	IT450-S	IT600-S	IT750-S
Weight	2.1 kg	2.8 kg	3.5 kg	4.0 kg
Max Boat Speed	60 knots			
Thru-Hull Cable Fitting	Concealed or above waterline			
Supply Voltage	12-32 V DC			
Power Consumption	25 W max			
Waterproof Rating	IP68, 5 m			
Operating Temperature	0° to +40°C (+32° to +104°F)			



Left: Zipwake has quite a range of interceptors to cover just about any application. **Right:** The front and back of the control panel showing the 'plug and play' nature of the installation.



The ZIPWAKE Trim Control System

calibration-free submersible electric servo within the interceptor unit.

Its natural water cooling provides excellent working conditions for the brushless DC servo motor, which runs on 12-32 volts.

Zipwake claims their blade stroke takes 1.5 seconds, outperforming conventional trim tabs by a factor of 5.

Installation is made easy with an integral mounting plate and the option of a concealed or above-waterline, self-sealing, thru-hull cable fitting.

For more information on the Zipwake Trim Control System, contact your local AMI branch Australia wide, or visit the website at www.amisales.com.au. AMI will also be presenting Zipwake at Sanctuary Cove International Boat Show, Stand 88, along with a wide range of other leading marine products.

Behind The Scenes - PW

As we can plainly see, Zipwake is a fascinating new take on the traditional long serving trim tab set-up so popular throughout the recreational boating world from trim tab companies such as Bennett, Lenco and more recently, Volvo Penta.

Indeed, these tabs clearly come from the Volvo school of trim tab thinking, because the so-called "interceptors" are utilising the same vertical blade technology popularised by Volvo in their trim system. It's interesting to observe that Volvo themselves are now offering or talking about this system as a complementary product to their own.

It was really only a matter of time before the electronics engineers that are now so used to working with the internet, GPS systems and increasingly miniscule electronic control 'boards', would put two and two trim tabs together and make a flexible 'wing' of interceptors or tabs.

This system takes trim tab and trim control to a whole new world, because it is both very fast acting and infinitely more dynamic than conventional tabs – indeed, the guts of this system is that it can be wholly automatic if desired.

With GPS headers built in, the system can clearly detect directional instability as well as

conventional trim up and down along the centreline - and they are also talking about roll movement in larger vessels.

There is no reason at all why these features cannot be incorporated with today's electro hydraulic trim systems and sophisticated electronics.

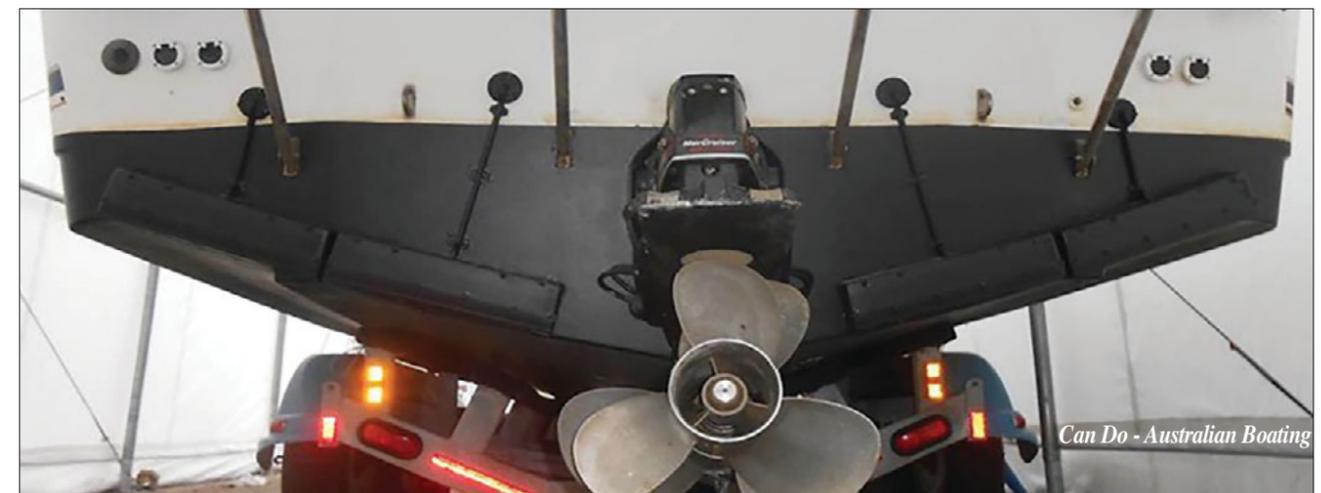
Overseas, this unit is being directly compared to inboard gyro-stabilising systems and external gyro-based stabilisers fitted to larger craft, but what's happened is that they have realised that it is possible to adapt management systems to much smaller craft and thus take advantage of the enormous increase in volume that can be had by producing a system of trimming as good as this in much smaller craft.

This is a truly fascinating development that we attempt to follow with AMI, to find an Australian installation we can test at sea.

AB



Different applications show the diversity that can be achieved by pairing different Interceptors to comply with different hull shapes and strakes. This is a 388 Princess (love the 2-way thruster, too) and on the right, a Bayliner 2859.





THEY'RE BIG, BRAVE 'N BOLD: The FOUR WINNS CHALLENGE

With a mind-boggling array of models, countless model variations, and an extraordinary array of options, Four Winns is determined to establish a beachhead in Australia

Volvo Penta's unique Forward Drive system available on the tow sports oriented Four Winns models



The FOUR WINNS CHALLENGE

Since 1976, Four Winns has been a major feature of the recreational boating landscape in America. Although the core manufacturing business had started many years before (in 1962) as Saf-T-Mate boat company, by the mid-1970s, the original founder, George Spicer, decided to retire and sold the business to the Winn family.

The name, Four Winns, came from the four members of the Winns family, starting with the father, Bill Winn Sr, and his three sons, John, Bill Jr, and Charlie - who were each instrumental in acquiring and managing the business.

They progressed quickly, with popular support from the surrounding districts, as the range of boats grew and matured. Tragedy struck in 1978, when the plant in Cadillac, Michigan, was literally burned to the ground, although fortunately, most of the boats' tooling was off-site, and saved. With the solid support of their dealers and customers, they were up and running again within months. By the mid-1980s, the business had blossomed from 100 employees to more than 1,000 within the decade.

But their trials and tribulations were far from over, and in 1986 they were taken over by the Outboard Marine Corporation (OMC), which in turn was taken over by the first of several venture capitalist takeovers, culminating in Four Winns becoming part of the Genmar group in March 2001. However, Genmar sold Four Winns, then a major part of a boatbuilding group that commanded nearly 40% of the entire US recreational boat market, to another venture capitalist in 2010. And so the 'pass the parcel' cycle went on until the French Beneteau Group stepped in and bought the whole show in June, 2014. By this time, the cluster included the Wellcraft, Scarab, Glastron, and Four Winns brands.

Since purchasing this group of boat builders, Beneteau has concentrated on the plethora of management issues invariably associated with such takeovers - especially when all the brands were/are sold throughout the world. All the brands have continued, too, as Beneteau not only restructured the management of the various companies, they invested millions into re-tooling many of the models, a process that doesn't happen overnight, and one that continues to this very day.

It is a process that is of great relevance to Australian boating consumers, in exactly the same way that the 'process' of designing and building Holdens, Falcons, Camrys (etc) offshore by overseas-based multi-nationals is crucial to the future success of these

brands.

The offshore vehicle manufacturers now have to convince Aussies they can build cars in their overseas manufacturing plants that might well be in Thailand, Spain, the U.K., Mexico or China (etc) that are just as good as those that have been 'proudly Australian' since the 1950s. Furthermore, they have to convince us their imports will easily cope with our conditions and requirements.

Here, in our boating world, we have a virtually identical situation.

With the Beneteau Group pushing ahead with their Antares, Barracuda, Flyer, Swift, GT-Series brand powerboats from Europe, as well as their big American-built brands (Four Winns, Wellcraft, Scarab and Glastron) consumers have the right - *the need* - to ask the same sort of questions: Will these newly imported boats meet Australian expectations and requirements?

Four Winns Have Worked In Australia Already

In truth, Four Winns has been in Australia - off and on, and off again - for quite a few years. Many of the models really suit Australia's conditions, and because we and so many Americans share a common love of the great outdoors, and watersports such as fishing, water skiing (more accurately described as 'tow sports' today) and cruising around with the family on warm summer days enjoying a barbie on the beach and much splashing about with the kids, many American boats - *Four Winns included* - fit really well into the Australian scene.

The Beneteau Group, arguably the biggest recreational boat builder in the world now, in both powerboats and sailing craft, has shown it's not only prepared to invest in the future of these boats, but is prepared to work really hard to spread the word and the distribution of them around the world.

In that context, Australia was an obvious target market, and in the last 12 months or so, they have moved strongly to restructure the distribution of Beneteau products in Australia, to put all the brands on a stronger, more permanent footing.

Four Winns in Australia, Now

From the outset, we need to make clear that not only is this a huge range of U.S. built fibreglass boats, there are so many models, variations and options in the Four Winns range, it is positively confusing. Indeed, they have so many overlapping models it really makes you wonder why they don't actually cull the range quite substantially.

Adding to the confusion in Australia, is that there are still Four Winns boats on sale here that were derived from the 2016 range, as well as the "current" 2017 models, never mind that 2018 craft featured in their literature, are now starting to make an appearance in Australia, too.



Several of the larger Four Winns models are innovative and very clever, really pushing the 'day boat' philosophy to the max. They're complete with overnight berths, cooking and toilet facilities - can you imagine a better boat to view the fireworks on Sydney Harbour before returning home to your waterfront apartment? This is the FW H350 Outboard.

Many of these mixed-era craft will be shown on the Oz boat show circuit this year, mixed in with the latest 2018 tow sports models that are so good, so refreshing, some dealers here (understandably) want to highlight their display.

On the following pages, we have chosen (somewhat brutally, we must admit) the mixed year models we think have the greatest relevance to our readers, but would like to stress there is *at least twice as many other models we've NOT shown*. The other models can be picked up on the Four Winns website, or through the Boat Shows, off their literature.

What Are They Like?

American sports craft like the Four Winns, Wellcraft, Scarab or Glastron ranges, have been benchmark craft for many years in Australia. Almost without exception, we've looked at them with envious eyes and genuine admiration for the very high standard of finish they invariably have achieved. Given that any of these brands would sell more boats in a single year in the U.S. than the *total output* of the Australian recreational GRP boatbuilding sector, it's not really surprising that the finish on these American boats is so much higher than it is in Australia, in the rare cases where we even build equivalent craft.

But keep in mind the American boatbuilding world has been working to one of the best Recreational Boatbuilding Standards in the world in the form of the American Boat & Yacht Council (ABYC) Standards

for many decades. After so many years of such high standard boatbuilding, even the base level of U.S. boatbuilding today, is much higher than anything we can produce in Australia.

So to the Four Winns range: They are beautifully finished, extremely competent in their ride and handling, built to a very high standard of construction and out-of-sight fit-out (referring to things like fuel tank connections, grounding, fuel lines, electrical harnesses and wiring, etc) all of which utilise boat building standards Australian boat builders rarely approach in craft under (say) 9.0 m LOA. Even then, this only happens here if the boat has been designed and built under a naval architect or designer's supervision for commercial work and built "in Survey".

Keep in mind though, that this references how the boats are **BUILT**, as distinct from how they are **FINISHED**.

Aussie commercial boat builders will often build darn tough, well built boats in Survey - but these boats are like trucks, and built to work.

Whilst there is no 'standard' to underpin how a boat is **FINISHED** off - as in floor coverings, seats and seating material, the helm station style and equipment, comfort options (fresh water, lined storage lockers, ice lockers (etc) plus fishing or tow sports accoutrements, in the writer's opinion, nobody finishes their boats better than the Americans, and the Four Winns range is



The FOUR WINNS CHALLENGE

an excellent example.

What Are the Issues To Look Out For?

The elephant in the room with the Four Winns brand range of boats concerns their size.

These are big, beamy (wide) boats that in the main, are too wide for Australian highways and byways. Several models comply to Australia's 2.5 m maximum beam (or width) for towing anywhere, anytime, but they are definitely in the minority.

(See attached specs box, over on P.77)

Most of the American boats, including Four Winns, are built to utilise a maximum beam of 8'6" in the old measure, or 2.54 in metric. Australian Trailer Regulations rules are quite specific, time tested and rigidly enforced at 2.50 m.

This is always a frustrating, often infuriating – and unbending situation the writer has lived with for many years.

Realistically though, the Four Winns range consist of pretty big boats across the board, and the writer is not convinced regularly towing a big Four Winns (through Sydney's traffic?) would be the way to go, anyway. Especially given the changes that are sweeping through the 4WD world in Australia, as

We reckon this FW H290 OB would make an ideal 'Cane Farmer's Express' to run out of a back creek, having been towed down to the creek behind the farm's tractor . . . kid you not, there are plenty of places in Oz (Qld, SA and WA especially) where this mode of transport is just par for the course. Set up like this, we're talking 5 tonnes, 50+ knots and crayfish on board in around 60-70 minutes

countless thousands of families downsize from the big ol' Nissan Patrol, Toyota LandCruiser era, to the smaller lighter "half-tonners" of the HiLux, Ford Ranger, Amarok kind.

To think about the Four Winns range as "trailerboats" is to miss the point in the writer's opinion, as there are much better options to consider.

Why? To begin with, to get a trailer big enough for a 22' - 26' Four Winns that complies with Australian trailer rules, is going to cost anywhere from \$12,000 for a self-assembled DIY kit trailer, or up to \$20-\$23,000 for an *all-singing and dancing* tri-axle, quad-braked trailer from one of the top trailer manufacturers.

And the point is? Well, the point is this: For \$15,000 or so, you could do a deal to keep the new Four Winns on a rack and dry stack storage at your local marina for the next 3 years – and the marina people launch and retrieve it, wash it down, put it away safely . . . whilst you and the family carry on to the local Pizza place to celebrate another great day on the water.

Continued Over On Page 34. . .

Principal Australian Four Winns Agents as of April 2018:

JV Marine

878 Springvale Rd Braeside, Victoria
3195 AU
(03) 9798 8883
www.jvmarine.com.au

Spirit Marine & The Yacht Brokerage

Suite 8A, 15 Tedder Avenue Main Beach,
Queensland 4217 AU
(041) 555-4014
www.theyachtbrokerage.net

Sydney Powerboat Centre

Spit Bridge, Mosman d'Albora Marinas,
The Spit Mosman, NSW 2088 AU
61281971118
www.sydneypowerboat.com.au

AB readers can also have access to the complete list of retailers with this link:

<http://www.fourwinns.com/intl/dealer-locator>

AB

2018 Four Winns Range

(Simplified, but crucial measurements for the principal models)

Model	Beam	Fuel	Weight (BMT)
Horizon 180 S/D	2.31m	91 L	1550 kg
Horizon 190 S/D	2.41m	121 L	1729 kg
Horizon 200 S/D	2.50m	151 L	1879 kg
Horizon 210 S/D	2.54m	151 L	2103 kg
Horizon 230 S/D	2.54m	197 L	2523 kg
Horizon 290 S/D	2.87m	492 L	3856*kg

(*plus trailer, fuel etc)

Horizon. . . .

Freedom 190 S/D	2.41m	121 L	1855 kg
Freedom 200 O/B	2.54m	151 L	1879 kg

HD 200 S/D [New]	2.54m	151 L	1879 kg
HD 220 S/D	2.54m	166 L	2462 kg
HD 220 O/B	2.54m	166 L	2471 kg
HD 240 S/D	2.54m	208 L	2894 kg
HD 270 S/D	2.54m	265 L	3274 kg
HD 270 O/B	2.54m	265 L	3171 kg

TS*222 S/D	2.54 m	166 L	2490 kg
TS 242 SD	2.54m	208 L	2753 kg

(*TS for Tow Sports)

Reader's Note: The weights shown here (as supplied by Four Winns) must be considered arbitrary, if only because the Four Winns are available with Mercury, Yamaha and Evinrude outboards, and their weights for a given horsepower are ALL different. Similarly, stern drives are supplied by both MerCruiser and Volvo Penta – especially the latter's Forward Facing Drive which is used exclusively in the TS and HD Surf models. The weight of all these markedly different units can vary considerably.

AB

Horizon 180

Introducing one of the sweet new Four Winns bowrider family runabouts, featuring a regular 19° moderate Vee hull and an extremely economical sterndrive that helps produce superb, 'grippy' handling for exhilarating but very safe family boating. Beautifully finished, the Horizon 180 not only looks the part, it is the *state-of-the-art* in bowrider design with a heap of features that will delight the family and create the backdrop to a fabulous day on the water for the whole family.



Freedom 190

Like the Horizon 180, the stunning Freedom 190 is legally available anywhere, anytime with a maximum beam of 2.41 m, and just that little bit extra space that allows the development of the special sunbaking lounge across the transom, the very practical swimming board (with its recessed, deep reach, boarding ladder) and comfortable seating in the rear lounge that runs right across the Freedom's big cockpit. No prizes for guessing where the kids will want to go, is there?





HD Freedom 200 Outboard

Wow! how good is this? Exceptional family day boat with the very latest thinking in American deck boat design . . . this allows for exceptional levels of stability combined with an unusually soft, and very dry ride – attributes we can certainly use in Australia when the summer's afternoon breezes come through and push up the usual bay chop – with this exciting craft, you will *look forward* to coming home across the bay to the ramp! Heaps of storage, plenty of seating and outboard power. Make sure to check this out carefully with your local Four Winns dealer.



HD 220RS Outboard

Lots of people talk about building “an all round performance boat” and disappoint with the end result – but just look at this exceptional Four Winns HD220RS. It's hard to imagine a better, genuine all-rounder, than this – outboard powered for practical, easily serviced performance, huge cockpit area, fantastic swimming platform for the young and not so young – it's even got an enclosed head for privacy and comfort. Best of all, is the mind-boggling performance Hey - isn't this is a great way to put some excitement back into the family's boating?



HD 240 Surf

Big, beamy, roomy, capable of taking 11 people to a favourite, private beach, or waterway where there is room to breathe. Get the wake boards happening with the youngsters, for a day on the water most people can only dream about in one of the most beautifully finished sports boats made anywhere. The HD surf series have a pedigree that makes them stand out from the crowd, even when measured with quite different benchmarks – performance, comfort, safety and security for the whole family.



HD 270RS Surf

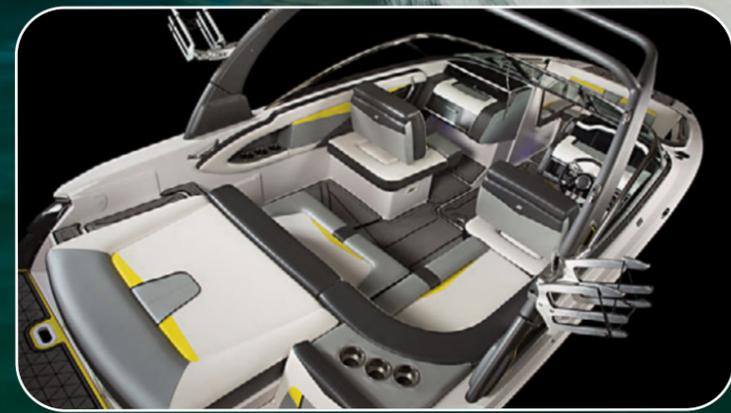
This would have to be one of the most comprehensively fitted out – another way of saying the most “complete” - day boats we’ve ever seen in Australia. Like no other boat produced in this country, the 270 RS has features that will bring tears to the eyes of traditional tow sport enthusiasts who have dreamed of a performance boat like this for years. With optional water ballast, special tabs for wake creation, superb ergonomic control and spectacular seating for family and friends. Check it out carefully – see it on the show circuit.





HD
270RS
 Outboard

Another of the amazing Four Winns day boats – this is a big, powerful chop-cutting bowrider runabout that will simply eat up rough day conditions on Sydney Harbour, Moreton Bay, Port Phillip Bay, the run across to ‘Rotto’ (etc) . . . safely carrying the family and a whole heap of friends (up to 12 people) out for a day they will always remember. Masses of storage, specially set up transom and swimming platforms, enclosed head for convenience - and space to party. Definitely a big water boat with real speed potential, even when the chips are down.



TS
222/242
 Volvo Penta Forward Drive

A remarkable new series from Four Winns. The TS (“tow sports”) 222 and 242 are both based around the unique Volvo Penta Forward Drive, which pulls the boat through the water rather than pushes it. Combined with the optional water ballast tanks and special trim tabs, these craft create a wake behind them like no other. The TS Series have rapidly become the biggest selling models in the Four Winns line up, such is their success in a field where wake boarders demand the best. See them at the boat shows in most capital cities.



The FOUR WINNS CHALLENGE

Continued From Page 76 . . .

This way you also get to save all the associated trailer costs i.e. registration and insurance, wheel bearing and brake maintenance, let alone the depreciation on the boat trailer itself.

Another alternative is to keep the boat in the water all the time, which is popular with many people who today own their own waterfront home. Many of these lucky souls have their own slipway and cradle, too, which has to be just about the perfect way to keep the Four Winns in pristine condition at no cost at all.

However, whilst not too many of the new waterfront estates are installing cradles and slipways, they are still installing a beautiful floating jetty at the 'bottom of the garden'. This works extremely well too, but it does involve anti-fouling the Four Winns at least once, possibly twice a year, depending on the waterway and the amount of usage the boat gets.

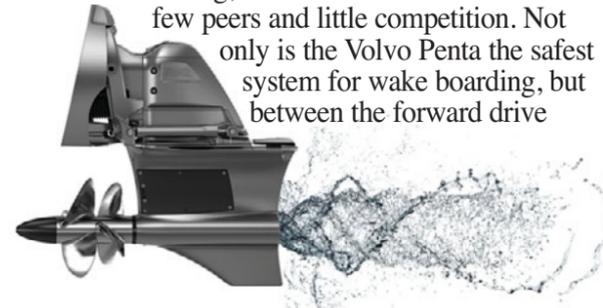
In the context then of keeping the boat off a trailer, the Four Winns range is extremely promising, and given the number of boats on offer within this huge brand, families looking for wonderful day boat will be spoiled with such a wide-ranging choice.

These boats are big, extremely comfortable, very soft riding (ridiculously so by Australian tinny

standards), with all the equipment and performance a family needs for a fabulous day on the water.

Of particular interest, the new 'tow sports' models, (pictured below) all featuring the unique Volvo Penta forward drive are worth studying very carefully.

These boats are not for everybody, but for families into wake boarding, the Four Winns TS models have few peers and little competition. Not only is the Volvo Penta the safest system for wake boarding, but between the forward drive



system (keeping the prop facing forward, well away from the wake boarder), the bow tabs and water ballast system all combine to create a seriously amazing stern wake that will thrill every member of the family for hours on end.

Is There A Four Winns In Your Future?

The arrival of Four Winns in some strength will have material effect on the Australian recreational boating industry. The boats are very well built, and very close to that cliched "state-of-the-art" which in this case, is entirely appropriate.

If there is a weakness in the process of them re-launching in Australia, it's just that they are targeting one of the most difficult parts of the recreational

market, the 7.0m – 9.5m 'day boat' market which has been the death knell of many local boat builders and importers who couldn't find the depth of sales they needed to be successful in the long term.

The reason is fundamentally simple. These boats are all *very big trailerboats*, or *very expensive small cruisers* – especially when the consumer thinks it through. The risk for a Four Winns dealer is that a potential customer will more often than not consider that for a \$180,000 - \$350,000 price tag they can buy a very substantial pre-loved flybridge cruiser, or a 2-3 year old single level express cruiser by Riviera or Maritimo, *et al*, not to mention all the overseas 'day boats' from the likes of Sea Ray, Bayliner, Regal, Glaston, Wellcraft, (etc!) that have been brought in over the last 10 years or so, and are now languishing for sale, second, third or fourth hand in countless marinas and moorings around Australia.

This is a tough market. It's the reason why it's been so hard for both local and overseas manufacturers to sustain a presence here in Australia.

Four Winns can succeed in Australia because the fundamental product is very good, but the distributors and agents need to look long and hard at the models they bring in, the consumer "pockets" they will serve, and be very careful to ensure consumers will be able to adequately berth the bigger models either at their home jetty or in the local marina.

Living With A Big Four Winns

Where and how to keep these big Four Winns is going to be a bigger issue than selling them to the

consumer in the first place.

In very specific terms, we'd recommend strongly that our Queensland readers north of Bundaberg and up to Cairns take a run in the bigger sterndrive models; these will be awesome craft (in the old Formula 233 mould, *pun intended*) for families who want to day trip back and forth to the 'Reef from the marinas in Bundaberg, Yeppoon, the Whitsundays, Mackay, Townsville, Cairns, etc.

It is this performance *modus operandi* that will make or break Four Winns in Australia in the future i.e. running from marina to a specific location and returning on that same day.

And we're sure readers will quickly work out this allows for some tremendous opportunities and potential in and around Sydney waterways, as well as from marinas in Hobart, Adelaide and Perth and Darwin.

AB's Four Winns Storage Advice:

Best Option: On a slipway, cradle or boat lift at your own home i.e at home, and out of the water

2nd Best: In the water, on your own jetty at home.

3rd Best: Dry stack storage in your local marina

4th Best: Wet berth in your local marina

5th Best: Buy an F-250, a Saltwater tri-axle ally trailer, 'Over-Width' signage, flags and a flashing light - and plan your escape to parts unknown!

AB

Below & Right: This is the very sumptuous Four Winns Vista 375, which is, by all accounts from overseas, an exceptional hull literally designed to cut through seas very like our own, where the hard sou-easter drives up an short, hard chop 1500-1800m high. But check out the finish and cabin set-up - isn't this superb?



Range Of New Cherokee Models From Jeep for 2018-19

- New, more premium design stays true to iconic Jeep® styling
- All-new front fascia, hood, LED headlamps, daylight running lamps and fog lamps
- New lightweight, handsfree power lift gate
- Five new wheel designs, including premium 19-inch wheel on Overland models
- Open-air freedom with available dual-pane sunroof
- Premium, refined interior functionality and design with new Satin Chrome and Piano Black high-gloss accents
- Improved rear cargo volume and more convenient storage space

All-new 2.0-litre direct-injection turbocharged inline four-cylinder engine with 270 horsepower and 400nm torque equipped with engine stop-start (ESS) technology to optimise fuel economy and minimise greenhouse gas (GHG) emissions. 3.2-litre Pentastar V-6 engine with ESS technology delivers 271 horsepower and 239 lb.-ft. of torque and max towing capability of 2.043 tonnes with a braked trailer. Fuel-efficient 2.4-litre Tigershark MultiAir2 engine with ESS technology delivers 180 horsepower and 324nm torque. Enhanced nine-speed automatic transmission tuned to match the performance of all-new 2.0-litre direct-injection turbocharged inline four-cylinder

engine best-in-class Jeep Trail Rated capability:

- Enhanced four-wheel-drive systems set benchmark for mid-size SUVs
- All-new Jeep Active Drive I with next-generation rear drive module reduces weight while enhancing fuel efficiency and performance
- Jeep Active Drive II with two-speed Power Transfer Unit (PTU) and low-range gear reduction
- Jeep Active Drive Lock with two-speed PTU, low-range and mechanically locking rear differential
- Jeep Selec-Terrain traction control system with up to five customised modes – Auto, Snow, Sport, Sand/Mud and Rock
- Up to a 51.2:1 crawl ratio

Fourth-generation Uconnect system includes Apple CarPlay, Android Auto and the choice of 7.0- or 8.4-inch touchscreens with pinch-and-zoom capability. Packed with more than 80 available advanced safety and security features.

Available in five different trim configurations – Latitude, Latitude Plus, Limited, Overland and the rugged Trail Rated Trailhawk, the 2018-19 Jeep Cherokee is manufactured in the United States at the Belvidere Assembly Plant in Belvidere, Illinois. It will arrive in Jeep showrooms in the first quarter of 2018.

AB



HAINES HUNTER 525 Prowler Centre Console

Choosing the Prowler 525 feature this month came about after talking to many readers recently about the ever increasing cost of purchasing a good quality, new, fibreglass family fishing boat.

Talking to AB readers is always interesting, but particularly in the weeks after the 2017 boat show season. In almost every case, the focus was on fishing, fishing – and yes, fishing! So when I quizzed them about the boats they were contemplating, new or secondhand, I was intrigued by their choices. 95% were looking for a cuddie or cabin boat, yet 95% admitted they would almost never stay in the boat overnight, be it on the highway or the water.

Nobody even mentioned purchasing a new fibreglass centre console, and when quizzed about the option of doing so, almost all admitted they hadn't given it any thought.

It seemed ironic, but the truth is that centre



Isn't this a beautiful set-up for several anglers casting at the same time? Or bottom fishing nicely separated from each other. This rig ticks the 'Not too big and not too small' box perfectly and is just at home on a mountain lake as it is offshore hunting SBTs.

There are two 525 Prowler models - the standard and the Limited - this being fitted with the cork sole, the full underfloor foam floatation and a slightly higher horsepower rating.

All the pics in this report feature the Limited edition.



consoles HAVE slipped from view in recent years, and as this month's Haines Hunter 525 Prowler shows, there is still real merit considering a centre console again.

There are numerous advantages. This 525 Prowler can be parked under an apartment block in the regular car space – and what's more, it can be driven right down into the car park very easily without dismantling anything. It doesn't need nearly as much horsepower as the heavier cabin boats; it uses substantially less fuel and will thus cost less to run – having been considerably cheaper to purchase in the first place.

It's also much easier to tow (as there is virtually no windage behind the tow vehicle); it's a piece of cake to manoeuvre on the launch ramp, but best of all, check out the fishing options! They are literally limited only by your imagination, and allow up to three or four anglers to get stuck into some really serious fishing given the amount of space this craft has on offer.

Now, did I mention that it is much softer riding than any pressed tinny of this length? It is also much quieter riding and considerably drier in choppy conditions than 90% of the tinnies out there.

Specifications	
Length Overall	5.30m
Beam.....	2.10m
Height.....	1.88m
Weight (Boat Only).....	500kg
Transom Height.....	Single25"
Fuel Capacity.....	125L
Horsepower.....	115hp (std) 130 (Limited)

Available in two versions, a standard and a deluxe (or "Limited") model. The latter has the gorgeous cork sole you can see in these pics!

Hey, what's not to love about the Haines Hunter 525 Prowler?

AB



Standard Equipment

- Aft Deck Bait wells with Cutting Board Lids x 2
- Automatic Bilge Pump
- Bow Eye
- Bow Sprit with Recessed Rollers
- Centre Console with Windscreen incl. Windscreen Rail
- Cockpit Side Shelves & Stowage
- Colour - Single Tone Hull & Deck
- Ergonomically Designed Dashboard
- Front Seat on Console Forming Access Hatch
- Mechanical Steering
- Navigation Lights
- Rear Cleats
- Rear Tow Eyes
- Rod Holder x 4
- Shrink Wrapping
- Split Bollard
- Sports Steering Wheel
- Storage Under Console
- Switch Panel
- Swivel Bucket Seat on a Pedestal with Seat Slide
- Underfloor Foam Flotation
- Underfloor Fuel Tank with Deck Fillers & Breathers
- Windscreen Grab Rail

Optional Equipment

- Boarding Ladder Requires Boarding Platform
- Boarding Platform x 1
- Bow Rail
- Colour - Slab Sided Hull
- Colour - Two Tone Deck
- Colour - Two Tone Hull
- Deck Wash With Pump
- Fibreglass Bait Board over Outboard Well with Rod Holders
- Live Bait Tank Aerator & Pump System
- Rear Lounge Removable & Folding
- Rockford Fosgate Audio System with 2 Speakers
- Rod Holder x 2
- Seat Box, Reversible Back Rest
- Trimming - Cockpit Carpet – Glued In

if you'd like to know more about the 525 Prowler and all the other great craft in the Haines Hunter range, check out their website

www.haineshunter.com.au

or email the factory on

info@haineshunter.com.au

or call (03) 93941540



Here's the thing:

Can you seriously believe that social media would ever devote so much space, information, photographic coverage and **passion** to your boating world?

Info that you and your customers can find again and again, in our monthly AB, in seconds?

Produced **for you** by people who share your love of the boating world.

Take advantage of the AB difference. **Use our skills.** Our experience.

And quickly **build a better business** in 2018-19

AB

Australian Boating



For as long as there are Dads and Mums, kids and boats, the so-Australian love of fishing, swimming, tow sports and family fun will forever sustain the boating world.

(Our thanks to Steve Jones' family, and mates, for these engaging family photos).

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