It is with great excitement that I welcome you, on behalf of Pride Marine Group, to this boating season. I’m proud to introduce you to our new logo which has been in the works for some time. At the end of the day we decided our logo should be simple and define what we stand for . . . “PRIDE”. We believe if we serve our customers with humility and professionalism, always having and demonstrating “PRIDE” in everything we do, that we will have an opportunity to continually improve. That is our promise to you.

We would like you to consider our locations as your ‘home away from home’, whether it is to just drop in and see what’s new, have a cup of coffee, or just say hi. We welcome you and thank you for your business. As always, if there is something we can do, please let us know.

Paul Nickel
Paul Nickel, President & Owner
Pride Marine Group

When you buy a new pair of shoes, there are a lot of considerations — their intended use (running on the track or wearing to a formal occasion?), size (both width and length), style, colour, comfort, quality, trends. It may seem a little bit odd to compare boats with shoes, but many of the considerations are the same . . . just on a larger scale!

Use
First and foremost, it is important to know exactly how you want to use your boat. Is it for day-cruising, for fishing, for towing skiers and wake boarders, or for a variety of uses?

Size
Pride Marine has boats available in lengths ranging from 14 to 58 feet. You need to consider how many people you want to accommodate, and the size of the crew you might need. You should also factor in the type of water you will be navigating: a heavier boat can facilitate a softer ride over the waves.

Style
From the classic boat manufacturers to the fine newcomers to the industry, Pride Marine offers a range of styles for all tastes and needs.

Colour
Your boat should be a visual joy as well as a functional element of the cottage lifestyle: it’s important to get the shade that will please your senses.

Comfort
From the angle of the seats and tilt of the steering wheel to the accommodation of your music system and ease of storage, your boat should be fitted to your needs and ensure that your time on the water is always an enjoyable experience.

Quality
The boat you choose, whether it’s a simple runabout or a luxury vessel, must be safe and durable. We know that quality is best judged by how well a boat ages a few years down the road, and Pride’s product lines are chosen with our full confidence in their excellent performance, construction, and engineering.

Trends
While one does not replace a boat as often as a pair of shoes, boats evolve and offer new features. Another consideration is the evolution of the users themselves: the boat that suits a young family may not be the right match as the kids grow up.

Over the sixteen years I have been with Pride, I’ve helped buyers to select their first boat and also advised veteran boaters on the right choice to accommodate their changing needs. Their satisfaction with their purchase is one of the great rewards in my job, and I take personal pride in making sure that every client gets exactly the right fit for their boating pleasure.

Wayne Rodgers
Wayne Rodgers, Product Specialist

A MESSAGE FROM THE PRESIDENT

GET THE RIGHT FIT

DO YOU SPEAK “BOAT”? Did you know . . . There’s a difference between ‘a board’ and ‘aboard’.

“Abroad” means the inside of a ship. “A board” is the distance that is run by a ship on one tack. They could say it is a ‘good board’ if the ship stays on course, or it could be a ‘short board’ or a ‘long board’ to describe the distance travelled.

“I’d give them a rating of at least an 11 (out of 10). Everybody I dealt with there was great, from the Gravenhurst Boat Show to the guy that delivered the boat.” - Dave

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**BOAT CUISINE**

There's something special about on-board dining, whether it is a family picnic, romantic dinner for two, or a party afloat.

Many boats have built-in cookers or refrigeration systems, and larger vessels have full galleys. There is a growing range of tools designed to accommodate cooking on the boat, and no shortage of ideas for a variety of menus. A catered picnic basket might be the answer for the taste without the task.

Gourmet chefs know that the food is only a part of the gastronomic experience, and the sensory feast of the sights and scents of lake dining creates a wonderful ambiance.

Hey Coach!

There is nothing more satisfying than heading out to the water to wash off the stress of a busy Friday into the cottage. The feeling of getting behind the boat on your skis, board or tube is exhilarating, and something to share with friends and family who haven’t yet experienced this unique sensation. Making it fun for a first-timer, whether toddler or adult, can mean the difference between nurturing a healthy new passion or guaranteeing that it’s their last attempt at water sports. Here are a few key tips to get you started.

• Manage the variables. Wait for the weather to cooperate with a sunny warm day! Look at the wind conditions and head towards a less populated shoreline where the wind is blowing off shore (known as the leeward shore). Avoid high traffic areas with their bumpy unpredictable waves. Explain what to expect when they get into the water. Make sure they know how to manage the wake, proper boat paths, speed vs. rope length, proper turning techniques, different starting techniques, and the list goes on. Our water sports experts are a factory for memories and smiles, and they will gladly meet you at the marina or come to your dock.

Quick Tip: If you have a particularly timid beginner, put them in a tube as you demonstrate next to them. It will give them a close-up look with dialogue at what they can expect and will simulate the feeling of the wind and sounds of the water.

Even though you may be savvy on the water, take a lesson learn the hundreds of trade secrets to help you teach first-timers and also maximize your own enjoyment on the water. There are ways to manage the wake, proper boat paths, speed vs. rope length, proper turning techniques, different starting techniques, and the list goes on. Our water sports experts are a factory for memories and smiles, and they will gladly meet you at the marina or come to your dock.

Neil Brown
Coach’s Corner
Neil Brown, Product Specialist

**PET ON BOARD**

At Pride, we love to see pets at the marina (but always appreciate the courtesy of your doggy-bag!). Whether you’re taking a short jaunt or a lengthy cruise, having animals on board can be a stress-free experience, both for them AND their humans! Here are some tips to keep them safe and happy.

• Outfit your pet with a flotation device (preferably with a handle so you can pull them along the deck or a swim-time. Be sure to check your chart for public docks and the list goes on. Our water sports experts are a factory for memories and smiles, and they will gladly meet you at the marina or come to your dock.

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Neil Brown
Coach’s Corner
Neil Brown, Product Specialist
Nautique boats have for decades been the benchmark of the inboard industry. In their history they have already been recognized for engineering a slalom wake that has consistently towed multiple world records and for being the first to develop the wakeboard tower and spearhead the growth of that sport. Now they have done it again with the G Series boats. These boats are being called game changers for both wakeboard and the extremely fast-growing wake surf segments. Look for the G series and all the other legendary Nautiques, such as the 200 SKI, 200V, 210, and 230 at your Pride location.

Chaparral boats offer a fantastic range of product. From the value and flexibility offered with their H20 series all the way up to a 42-foot Premier Sport Yacht, Chaparral has a reputation for groundbreaking styling and quality build processes. Whether it is an SSI or SSX runabout H20, small cuddy, luxurious cruiser, or the combination of a deck boat and a fantastic watersports boat called the Extreme series, Chaparral has a boat to fit your needs. Chaparral is featured at our beautiful Innisfil showroom, Wye Heritage Marina, and is also displayed at our marinas in Muskoka.

Crownline boats offer our clients wonderful styling, fit and finish, and a smooth solid ride. While some companies cut corners in their small boats in search of a low price point, Crownline builds their 18-foot bowrider with the same materials they use on their 35-foot Cruiser. Crownline’s F.A.S.T. tabs hull gives the benefits of aeration under the hull for improved performance, fuel economy, and planing times without sacrificing handling. New for this summer is the 255 BR, which promises to be an amazing bowrider. Crownline boats are prominently displayed at our Balsam Lake, Lake Muskoka, Lake of Bays, and Lake Rosseau locations.

Chris-Craft boats are truly unique on the water. Limited in production, they stand out in a sea of sameness with both their styling and their luxury. Chris-Craft combines performance with an unparalleled level of opulence and comfort, offering models that range in size from 20’ to 36’. You can see Chris-Craft boats displayed at our locations on the Muskoka lakes and at Balsam Lake.

Robalo boats are an open-concept series that have achieved a prestigious reputation in Florida and the rest of the U.S. as a very capable blue water boat. When boats are able to establish their reputation in salt water conditions, it means they transfer well here in Ontario. To meet the challenge of the waves on Simcoe and Georgian Bay, Robalo offers some great value packages with an optional trailer from 18’ to 22’. The full line continues all the way up to the big water-eating R305 walkaround Cuddy. Robalo is viewable at our large Innisfil showroom, Wye Heritage Marina, and on the ground at a number of our Muskoka locations.

Edgewater is another open-concept line with a Florida heritage. Edgewater is passionate about testing their hulls in some of the most rugged conditions seen on the Florida coast. As mentioned with Robalo, this blue water heritage ensures a boat built to handle any of the conditions our Ontario boaters will face. From their small boats equipped with a 40 h.p. to the rugged 388 C.C. offshore, Edgewater has a fit for those seeking an incredibly strong, stylish open concept. Edgewater boats are displayed at our Lake of Bays, Balsam, Rosseau, and Muskoka locations.

South Bay pontoons offer a luxury pontoon line from 18’ to 28’. The pontoon segment is very popular as a people-mover, with people also enjoying the ease of getting on and off, and because it instantly doubles your dock social area. One of the most interesting developments in this segment has been the Trifecta series. This turns the pontoon from a displacement hull (pushing through the water) to more of a planing hull (getting on top of the water) by adding a third middle pontoon. When this third pontoon is combined with larger horsepower, it can achieve higher speeds and become water sports capable.
WHAT’S HAPPENING IN 2013!

Liven up your summer with some of the fun events and useful clinics at Pride. See the list of events for dates and locations, and remember to ‘like’ us on Facebook to get notifications of what’s happening throughout the season.

- BoatSmart Courses for youth and women will be offered this year. Register for these courses directly on their website: www.BoatSmartExam.com/courses
- Youth on Board introduces power boating to kids from 10 to 15 years of age. It includes the preparation and exam for the Pleasure Craft Operator Card (even those who already have it will benefit from the refresher on boat safety). The course also includes basic knots, lines, fenders, and safety equipment, and boat driving instruction, emphasizing navigational tools and rules.
- Women on Board encourages the ladies to take the helm! It includes the BoatSmart certification exam for those who don’t yet have it, and reviews basic knots, dock lines, fenders, and safety equipment. The boat driving instruction involves docking, anchoring, open water operation, and the rules-of-the-road.
- Speaking of Wildlife is back for a second year at our Bracebridge and Lake of Bays locations. This animal outreach program from the Muskoka Wildlife Centre has been delivering hands-on wildlife education since 1989. Each presentation fosters a better appreciation for our native species, and the audience are given the chance to touch some of the creatures at the end of the show. Check their website for more information: www.SpeakingOfWildLife.com
- SUP Clinic and Obstacle Course is offered at a number of our locations. This is a fun and friendly competition, with simple race rules. Stand-up paddleboarding is a fast-growing sport; novices can ‘find their feet’ and hone their balance, while more advanced SUP-riders can add a variety of challenges to raise the bar on their technique.

TIPS FOR SAFE BOATING
Did you know . . . When navigating at night, you must judge the position, size, and speed of other boats according to their navigation lights. Power boats over 12 meters in length must have a masthead light, side, and a stern light. Smaller boats may have an all-round light atop a pole that may be positioned at the stern. If you see a green light, you can go (another boat is approaching from your port side). If you see a red light, you must stop (another boat is approaching from your starboard side). The same rules of right-of-way apply at night as in the daytime, but are determined by the lights.
Kids have a lot more fun in the boating lifestyle if they’re part of the crew, as active contributors rather than bored spectators. All the members of a boating family can develop a sense of real ownership when they are working together in well-defined tasks.

Children as young as five can start out by storing the supplies, tidying the accessories, and showing guests around. They can tick off the pre-launch checklist, and help in the safety inspection. Cleaning and maintenance can be enjoyable, too, when the whole family takes part.

Naming the little ones ‘skipper’ or ‘first mate’ can grow their self-esteem as their boating know-how expands. And with the title come responsibilities that inject a pride in boating that will keep the kids passionate about life on the water.

Older kids can gradually be assigned more complex tasks: looking after the dock lines and bumpers, fuelling and checking the fluids, and learning how to tie and use knots. Docking is usually a team effort, and each family member can play their part.

With the new technology on the market, the teenagers may be the most adept at exploring the updated navigational tools and even plan the trips. They should be trained in chart-reading and waterway rules (there are many courses that are great for kids). They will probably be intrigued by learning how to use all the features (radios, bilge pumps, lights).

It is important that you, as the Captain, do not assign tasks that are too confusing or strenuous. Always be on hand with advice, and ensure that safety is the first concern.

Train your young helpers with patience and good humour, fitting the responsibilities to your children’s abilities, and your reward will be an enthusiastic crew who make boating an enduring family pleasure.

Mike Thomas, Regional Sales Manager

Setting off for a long cruise or hosting a sightseeing junket for cottage guests is a lot more fun when you feel confident in your navigation skills. Simple observation of local landmarks, with basic compass and chart-reading skills, can get you around familiar territory, but to explore further, you may want to investigate the use of more complex tools.

Traditional navigation charts include the depth of the waters, numbered buoys for hazards and channels, and marks for tall obvious objects, such as towers or flagpoles. With tools like the GPS (Global Positioning System), technology has made navigating the waterways a lot easier, and now there is a growing selection of marine navigation apps for downloading to your iPad or smart phone.

It is well worth investigating the differences in how these apps work and what they offer. There is a wide range in complexity, and many can interface via WiFi with your boat’s instruments. In addition to providing basic wayfinding information and weather data, there are apps for nautical terms, knot guides, points of interest (some with interactive capabilities to click through to detailed information), or special features like log sharing via social media. Many of them allow you to create and follow a route.

Another consideration is their speed, and how easy they are to use, especially if you’re depending upon them to keep your boat clear of shoals and other hazards.

But it’s wise to partner the new technological tools with conventional aids. These systems do not take responsibility if you encounter difficulties such as unexpected hazards, and do remember that all electronic devices can break down or lose connectivity. The wise use of both modern tools and traditional charting methods is your best course for safety and assurance on the lakes!

Mike Thomas
Regional Sales Manager

Boat insurance. It’s what we do!

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Boat insurance is our ONLY business. We only
specialize in Marine insurance. Our main focus is on a better
customer experience, and our goal is to make our boat owners
feel like they are part of a family! It is our mission to
provide you with the best marine insurance experience
possible, and to meet all your needs. Visit us online or give
us a call today. We are open 7 days a week and look
forward to seeing you soon!
The health of a boat depends upon how fully its needs are understood and met. That is why Pride offers a complete first-year maintenance and management program, establishing a routine that will keep your boat in great shape for years to come.

The Pride passport provides a turnkey experience for your first season of boating. On your initial delivery you can expect your boat to be full of fuel and have the correct safety and mooring equipment. The delivery specialist will give you a proper orientation, going over all the features on the boat as well as the correct handling and docking techniques. Even your recommended 20-hour service after break-in is covered under our care program.

The passport includes free winter storage for the first season, and dockside assistance if needed. It also contains coupons for future service and storage, as well as offering perks at the Cabana shops. Ask our staff about the Pride Customer Care Passport, or read more about it at www.PrideMarineGroup.com

Our Pride sales team makes sure that the boat you select, whether it’s your first or an upgrade, is the right fit for all your needs. Our business office brings that same spirit of customization to the purchasing options that we offer to our clients. We offer “one-stop shopping” and “worry-free financing” for your purchase. Pride’s Purchase Plan professionals will custom tailor your loan, with terms ranging from 12 months to 240 months. With our plan, your investments and assets are secure, with no collateral being used except the boat itself. Our loans are set up to be completely open, so you have the option of a short payout or longer amortization.

The business representatives at Pride can handle your purchase documentation, including registration, extended factory warranty information, and referrals for insuring your boat. We aim to make the application process simple, and we guarantee a package that gives you the best rates and terms, so that you can just get out on the water and enjoy your new boat.

Rick Ellsmere,
Business Manager

David Tilly’s love of boats began with his British background on the water. He joined Pride’s crew members as a delivery driver, working closely with the service and sales departments. His eye for quality ensured that the repair work completed on customers’ boats was of the highest level before the boat was handed back to the client.

His dedication was observed by his supervisors, and he moved up through the service department ranks to the position of Service Manager.

The career of a Service Manager spans a number of duties, from hiring seasonal crew members each spring to seeing the last boat stored in the fall. The job also includes overseeing Customer Service Representatives and technicians, maintaining a safe and enjoyable environment for the clients who visit, building bonds with suppliers, managing the inventory of parts, and keeping up to date with new systems and technologies.

“I enjoy the challenge of delivering a boat back to a customer with the confidence that it will remain trouble-free for the rest of the season,” says David. “That’s our goal!”

The staff at Pride Innisfil worked with my finances and schedule. They were a great help.”

Matt
Dock shopping adds to the fun of visiting a marina. Our boutique cabana stores stock quality lines of clothing, accessories, and water toys to complement the boating lifestyle.

We’ve got wakeboards, wakeskates, and wakesurfers by top brands like Ronix, Hyperlite, and Phase Five, as well as O’Brien watertubes. You can try out the equipment before making a purchase, and our instructors offer lessons at all levels.

Stand-up paddleboarding is a water activity that’s really taking off, and we have great boards from BIC Sport. (Be sure to check out the events page for our July SUP clinics.)

Our stylish boat clothing and shoes come from suppliers that include Billabong, Quiksilver, and Reef, with SPY and Suncloud sunglasses.

Everyone loves our scooped ice cream from Kawartha Dairy, opening in May for the season at all our locations. We look forward to welcoming you at The Cabana!

“Like” & “Share” us on Facebook to be notified of events, promos, & specials all season long. Watch for our flash sales in Cabana!

“The customer service is absolutely outstanding. They’re very forthright, honest and upfront.” - Michael

“Their customer service is really quite good. They have a good response time on email and phone calls. They are happy to make changes and they are very accommodating. They’ve really got the customer service thing down pat.” - Timo
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18 Coldstream Rd at the HWY #35
Bridge over Balsam Lake, Rosedale
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GPS: 44.573709,-78.79343

PRIDE OF LAKE OF BAYS
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Enterance to the narrows, Dorset,
Lake of Bays
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GPS: 45.255329,-79.681735

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