

Hatteras Launches a New Generation of Legends

THE NEW HATTERAS GT SERIES IS BEING RECEIVED WITH GREAT ENTHUSIASM

Excitement and energy have surrounded the Hatteras GT Series since it was announced in the summer of 2010. With the promise of combining the styling queues so popular in the earlier 60 Convertible, with new interiors and elevated performance — all without compromising the Hatteras build — it was hard for the Hatteras faithful not to be excited.



Leading up to the announcement, the Hatteras product development and manufacturing teams had been working around the clock for months on several new models targeting these very aggressive goals. During the design phase, they built full scale mock ups and brought in customers, dealers and captains to provide input on the new layouts and exterior lines. Once the designs were validated, it was up to manufacturing to give birth to the new models.

The newly redesigned GT60 was the first in the series to hit the water this past fall, and all eyes were on her to see if she would deliver. Sporting a new cockpit design, larger salon and galley, teak trim that any custom convertible owner would lust for, and a top end exceeding 41 knots; the new GT60 lived up to its billing. Now all eyes would be on the next two boats, the GT54 and GT63, to see if they could follow suit...

“Hatteras deserves kudos for incorporating dramatic advances in technology and performance into its boats without sacrificing the seaworthiness that built its name.”

Dean Travis Clarke
Marlin, October 2010



“THROUGHOUT THE 2011 MIAMI YACHT & BROKERAGE SHOW, HUNDREDS OF CUSTOMERS, DEALERS, AND EVEN COMPETITORS MADE TIME TO TOUR THESE MAGNIFICENT NEW BOATS.”



READY FOR THE CENTER STAGE

The new Hatteras GT54 and GT63 made their debut at the 2011 Miami Yacht and Brokerage Show. Displayed proudly on Collins Avenue along with the GT60, hundreds from the Hatteras Family gathered for a preview of the GT Series at the debut party the night before the show began. Following the lead of the GT60, both boats featured the same design queues that had captured everyone’s attention from the beginning. Classic proportions, balanced bow flare, and tumblehome curvature in the transom — combined with modern style-lines, engineering, and construction methods — made these beauties look fast even while sitting still at the display. Throughout the week, hundreds of customers, dealers, and even competitors took time to tour these magnificent new boats. Guests that had been aboard the old 54 and 60 Convertibles were amazed at the openness of the new interior layouts and decor, the enhanced visibility from the salon and the beautifully executed exterior lines. Even with the excitement around the two smaller siblings, it was no surprise that the show-stealer was the GT63.

“Huge windows afford a view of the outdoors whether seated or standing — and the interior [of the GT54] is strikingly different from traditional styling, even sporting a small island in the galley...”

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Marlin, October 2010







Sitting front-and-center at the Hatteras display, the GT63 sported a beautifully painted custom blue hull with a dashing white boot stripe and a teak custom teak package to accent her profile in the water. With a length of 63'10" and a 20' beam, she commanded the attention of the crowd. However it was not her size that had everyone staring, but her low sleek profile beckoning visitors to look closer. Guests were welcomed aboard by the massive cockpit offering the space, amenities, storage, and details to satisfy the most passionate anglers. Once inside, visitors were delighted by the innovative layout, luxurious appointments, and fine details. The "heirloom-quality furniture" look of the cabinetry and salon seating was not lost on anyone, with more than a few stating it "felt like home." The real test for the GT63 and the rest of the Series, however, would come after the show.

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Dean Travis Clarke
Marlin, March 2010

During the week following the Miami show, Hatteras was host to dozens of customers, captains, and editors as the new GT's were put through their paces. Each time out, whether sloppy or smooth, each boat consistently hit a top end speed exceeding 40 knots, first with a full load, and even faster as the week's activity began to burn fuel and lighten the load. Even when the boats were sitting at the docks they attracted attention. Many boat owners sharing the docks, and even a fellow boatbuilder, asked to come aboard and tour the boats striking new models from Hatteras.



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TAKING BIMINI BY “STORM”

Early in March, the GT's continued their march into the marketplace with a week of fishing, editorial reviews, photoshoots, and a customer event in Bimini. Hatteras was excited to partner with *Marlin* for the fishing debut of the new Hatteras GT Series. Each new boat was rigged and ready to go at the Bimini Big Game Club for an extended weekend of tutoring from the famed team of Marlin University instructors.

“Visibility from the helm affords you the front third of the bow and the back half of the cockpit. Helm ergonomics are excellent as well.”

Dean Travis Clarke
Marlin, October 2010

After enjoying a beautiful week in Bimini, the islands were rocked by an intense storm just as the Marlin University guests were to arrive. After completing a roller coaster flight into Bimini, they were welcomed by a deluge of rain and even a water spout on the ferry ride from the airport to the Big Game Club. Although the trip had been arduous, spirits were high, and all present were excited about the days of fishing to come.

Each day, guests were able to fish a different GT along with a different instructor. The first day was still sporty to say the least, with strong wind gusts and seas at 8 to 10. Although tough on the anglers, the weather proved this new generation of convertibles worthy of their Hatteras name. The last day was much more pleasant, giving each model an opportunity to demonstrate its game-changing speed. The weekend was capped off with a pool-side feast at the Big Game Club; with many strolling down to the GT's at the dock for just one more look before heading home.



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MARCHING FORWARD

Later in March, all three boats completed their debut presentation at the 2011 Palm Beach Boat Show. Again, visitors were awed by their rugged good looks, and luxurious interiors. The next leg in the journey for the new GT's is the Bahamas Billfish Classic followed by the 31st running of the Hatteras Bertram Shootout. Once again, all eyes will be on these new models as they continue to step away from the pack.

While these new models continue their victory lap around the competition, the Hatteras manufacturing team in New Bern continues the tireless work of keeping up with the demand for these new models. And the design team remains busy burning the midnight oil developing even more new products to add to this next generation of Hatteras legends. ■

For more details and registration information on the 2011 Hatteras Bertram Shootout, visit FishTheShootout.com.



