

CUSTOMER HANDBOOK

2012

"A brief guide to safe & happy boating"



We Care!
BUCKEYE
MARINE
buckeyemarine.com

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WELCOME TO THE FAMILY...



We would like to take this opportunity to welcome you to the Buckeye Family! We are excited to have you join, or to become reacquainted with our family of boaters. We trust that this short guide will help to make you feel at home, both with your new boat, with the Buckeye Crew and the services we offer.

Customers like you make our long-standing reputation possible. At Buckeye, we understand that our customers are an integral part of our success. For this reason, we want to ensure that you have the very best experience we can provide. With this goal in mind, we have provided you with the following guide to answer any questions that may not have been covered with you. Contact information is included so that any question or concern which is not outlined within the content of this booklet can be answered by the proper member of the Buckeye Crew. It is our hope that this handbook will help you with your new product and give you an understanding of what it is like to be part of the Buckeye Family. We want you to feel as comfortable and satisfied with your purchases & our services as possible.

We would like to thank you for your purchase. We understand that your investment shows confidence in our products, services & staff. We intend to uphold this instilled confidence for years to come. At Buckeye we have a great family history which can be attributed to a long line of faithful, valued customers such as yourselves. After all, we would not be what we are today without you.

As a family of boaters ourselves, we understand that nothing brings family & friends together like being out on the water together, relaxing and enjoying endless hours of boating. We relish the fact that we are a part of that togetherness, and work hard to ensure that your boating memories are happy ones that last a lifetime.

We bid you bon voyage on your maiden journey & look forward to a long lasting relationship. Safe & Happy Boating and Welcome to the Family!

The Staff & Management
of Buckeye Marine

Just a Reminder...

Please fill out the following fields as a quick reference

Name: _____

Sales Person: _____

On-Water Demonstrator: _____

Delivery Date: _____

Boat

Make & Model: _____

Name: _____

Serial Number: _____

Registration Number: _____

Engine

Make/Model: _____

Serial Number: _____

Transom Serial Number: _____

Drive Serial Number: _____

Trailer

Make/Model: _____

Serial Number: _____

PRIVACY POLICY

At Buckeye Marine we know how important it is to protect your personal information. We want to make every experience you have with us safe and secure. We protect all of the personal information you share with us and adhere to all legislative requirements with respect to protecting privacy. No personal, financial or business information is released to a third party, without your consent or knowledge. We do not rent, sell or trade our mailing lists. If you have any question or comments about our company's policies and procedures regarding your privacy, please feel free to contact us.

WHAT IS THIS BOOKLET?

We have created this handbook to help answer questions that you may have after you have had a chance to explore the water on your own. We have added some quick boating tips and some nautical terms that may be helpful to you on your journeys ahead. We suggest that you keep this guide handy so you can refer to it when a question arises.

Also in this book are descriptions of some of the perks afforded to you as a member of the Buckeye Family. Some of these amenities include: Cruise Clubs, contests, customer appreciation events, discount coupons & more.

We urge you to call us if you have questions that are not covered within the body of this booklet and we will do our very best to find the answers for you.

WHAT HAPPENS NEXT?

Schedule of Events

- Deposit is given to secure your boat
- Water Test is scheduled
- You come to Buckeye for your on-water demonstration
- On water Demonstration with boating professional
- Meeting with the Business Office Manager
- Fill out Applicable Documentation
- Delivery of your new product
- Phone follow-up with Customer Service Rep
- Receive CSI in the mail (new products only)
- Fill out and Return CSI (new products only)
- 20hr Check (new products only)
- Winter Storage & Maintenance
- Summerization
- Happy Boating



What warranty do I have?

New

Each new product Buckeye receives from its manufacturers is rigged, prepped and shop tested in our facility by our factory trained technicians. Each product line has its own specific warranty which is outlined in detail in the owner's manuals provided with your new product. Should you have any questions about the manufacturer's warranties, contact your sales person and they will assist you. If you have not received information on our extended warranty product protection packages, please contact our Business Manager today!

Pre-owned

All pre-owned products are thoroughly shop inspected by our factory trained technicians before being offered for sale. Once purchased, the boat is tested again before being delivered to you. If the pre-owned product is owned by Buckeye Marine the product is protected by a 30 day power train warranty. In the case of consignment boats, Buckeye is unable to offer a standard warranty; however in many cases extended warranty may be purchased through our Business Manager.

How Do I Break In My New Product?

(New boats only)

20hr check

Your new boat should be brought back to the dealership for a check-over of all its mechanical systems. Although we recommend this be done, the manufacturer does not cover the cost of the inspection or fluid costs. We recommend when you have put the first 20 hours (approx) of running time on your new engine, to call the Service Department for a quote and they will schedule an appointment for you. *Hint* Keep a running list of any warranty repairs that you require in your glove box and at the time of your 20hr check have us do the repairs. This maximizes your precious boating time.

Manufacturer suggested break in

Each engine is different. Refer to engine manual, or ask a service representative and they will find you the information that you require.

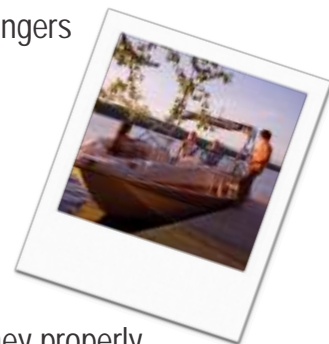


Keep a note pad & pencil in your glove box. Record service issues & have them repaired during maintenance checks

Pre-Departure Checklist

The following is a list of things you should do before setting out on your next adventure

- ☐ Before departing always ensure your vessel is in good working condition & properly equipped
- ☐ Check the marine weather forecast
- ☐ Ensure there is sufficient fuel for your trip and extra fuel if possible
- ☐ Check to make sure that all safety equipment complies with regulations & that it is stored so that it is easily accessible. Make sure all passengers know where to find it.
- ☐ Are there the appropriate number of PFD/Lifejackets in the proper sizes for all passengers onboard?
- ☐ Ensure that all navigation lights function properly
- ☐ Check to make sure all sound signals are working
- ☐ Make sure battery/batteries are fully charged
- ☐ Ensure bilge pump operates & manual pump is available
- ☐ Identify any local & en route hazards
- ☐ Ensure that your VHF radio is functioning (if applicable)
- ☐ Are there tools & spare parts, such as battery, fuses, spark plugs onboard and are they properly stowed?
- ☐ Explain the location and use of all safety equipment to guests before departure
- ☐ Complete a float plan & leave it with someone responsible.



How Can You be a Cleaner, Greener Boater?

Buckeye is one of only a very few dealers in the province to obtain a Clean Marine Diamond Five Leaf Anchor status. What this means to you as our customer is that you can rest assured that you are doing business with a company that promotes and practices the upmost in environmental consciousness in the marine industry. With that in mind here are a few tips that will help you be cleaner and greener on the water!

- Contain Trash- Don't let garbage be thrown or blown overboard.
- Pack food in reusable containers
- Keep a designated recycling bin onboard
- Recycle cans, plastic, glass, newspaper, oil, fishing line. Note: most lock stations have recycling depots.
- Fuel cautiously and remember portable fuel tanks must be fuelled ashore
- Control oil in the bilge by placing a bilge boom or oil absorbent material in your bilge. These should be replaced at least once a year and disposed of properly.
- Keep engine well tuned to avoid unnecessary leaks or spills
- Wash boat exterior frequently with a sponge & plain water
- Use detergents sparingly & ensure that you use phosphate-free, biodegradable, non-toxic products.
- When given the chance, use washrooms ashore rather than your vessel's head.
- Use environmentally friendly washroom products aboard.
- Dispose of fish waste properly. Fish waste should not be discarded into shallow waters

Always inform guest of proper boating procedures
& the importance of wearing a PFD

Storage

Every boat must be winterized over the cold winter months. It is important that your boat be serviced before the temperature dips below the freezing point. This is not to be taken lightly. Severe engine damage can occur if your boat is not properly winterized. We recommend that you bring your boat back to Buckeye so our factory trained technicians can prepare it professionally. Buckeye also offers affordable and secure winter storage. We will send you a notice in the August to remind you of the upcoming storage season. You will be informed of our storage programs including indoor or shrink wrapped storage along with winterizing & maintenance fees. At that time, we ask that you call the winter Storage Department and make arrangements for pick-up (if required), winterizing, storage and spring delivery of your boat. All bookings are made on a first come first served basis and are scheduled according to spring delivery date so we can ensure your boat is ready for you when your boating season begins. We recommend winter storage as a great time to have repairs and routine maintenance completed. These can include routine maintenance including an oil change, tune up, and buffing and waxing. If you have any questions regarding storage or would like to make arrangements, feel free to contact the Service Department and they will be happy to assist you.

If you choose to store your boat on your own make sure it is clean and dry so it will be ready to go in the spring. We recommend scrubbing the inside, making sure all cabinets, drawers, cupboards and storage spaces are clean. Be sure to clean out any refrigerators or coolers and leave no liquids on board that will freeze. If possible let the boat air out before it's closed up for the season. To prevent mildew remove any extra cushions, curtains, blankets, towels, clothing and any other items that will hold extra moisture. Ensure all storage compartments are emptied and seat cushions and compartments are left up or open to dry. If items like cushions or mattresses cannot be removed or you leave life jackets, rope or other equipment on board make sure they are clean and can get plenty of air circulation.

When you cover your boat for storage make sure to allow for ventilation. If you shrink wrap the boat or cover it with a non-porous material for storage make sure you have vents for ventilation. Please make sure you support the cover properly so that water and snow will not build up and leak into your boat. It is important to note that cleaning, mildew prevention, and proper covering procedures are provided to you when you store your boat with Buckeye.

Maintenance

Oil changes

Initially an oil change is required at the 20 hour mark, then once a year or every 100 engine hours.

Tune Up

Should be done every two years or every 200 hrs.

Wash & Wax

Should be done at the discretion of the owner. We recommend that cleaning of the hull, interior and canvas be done on a regular basis to extend the life-span of your boat. Waxing can also protect the fiberglass or the aluminum from the sun's harmful UV rays.



Storage is booked on a first come first served basis
Don't forget to book ahead!

Cleaning

As a boat owner, we are sure that you will want to keep your boat sparkling and new! We at Buckeye have learned, both from experience and from customer feedback, what it takes to make this happen.

For the exterior of your boat there are three main components to keep your boat as clean as new: *Wash, Polish & Wax.*

Wash

It is very important to wash your boat first to remove tiny organisms & debris that penetrate into pores. Waxing over these particles seals them in and can cause oxidation. For safe washing of your boat we recommend Starbrite Seasafe Boat Wash. This environmentally friendly formula safely cleans all fiberglass, metal, rubber & painted surfaces.

Polish

We recommend Meguiars #45 Boat polish to polish your boat's exterior. This rich polish fills the gel coat's pores and produces a high gloss finish. This is especially effective on dark coloured boats.

Wax

Meguiar's #56 pure wax is what we find to be very effective. This wax will deepen the gloss & add long-lasting protection. Also available for those busy days on the water when there isn't time for all 3 steps is Meguiar's #50 one step cleaner that both cleans & waxes. It removes light oxidation, haze & minor scratches and has ultra-violet protection as well.

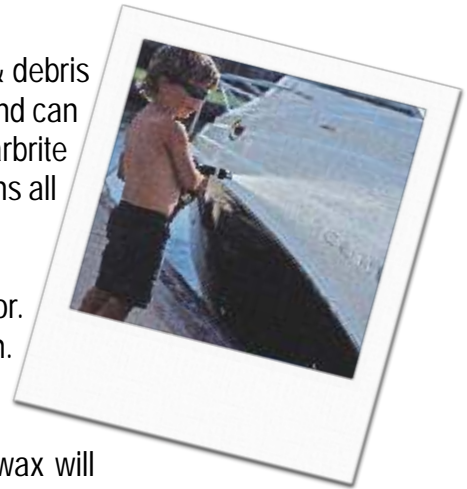
Tips for interior shine...

- To clean your boat's windshield & glass, make sure that you use a mild glass cleaner such as Aquapro Aqua Vision. This product can also be used to clean hatch covers.
- Our accessories department is always well stocked with Marine Spray Nine which is perfect for cleaning your entire boat, specifically upholstery. It is a great multi-purpose interior cleaner and can be used on fiberglass, vinyl, rubber, plastic and other hard surfaces. According to our detailing department, this product is a "must have" to keep on board for all your quick clean ups.
- Once all surfaces are clean, vacuum all carpeted areas. Many boats now have removable carpet in lockers and in the cockpit area to make for easy cleaning.
- Another important product for keeping your boat looking like new is 303 Aerospace Protectant. This is the world's most powerful UV screening treatment. Regular use prevents fading and degradation. It is just like having sun screen for your boat! It can be applied to vinyl seats, dashes & fiberglass as often as every 30-45 days of sun exposure. It will restore lost colour & luster and helps to repel dust, dirt, oil, tree sap and stains.

How to care for your boat's top...

Maintenance of your tops and covers should be done on a regular basis. Keeping all fabrics clean and dry when stored is key. A soft brush and luke warm water with mild soap will do the job, rinse thoroughly. Use fabric waterproof spray on acrylics once a year, and keep all plastic windows buffed with window polish. When storing windows be sure to roll them, not fold. Lubricate zippers and snaps with appropriate lube.

These are only a few of the products that we recommend. Stop by our Parts & Accessories Dept. to check out all of our great cleaning products!



Keep a chamois onboard.

Give your boat a little wipe each time your out

Financing & Insurance Services

In-House Financing

Buckeye is proud to offer in-house financing options to our customers to make it easy and convenient for you. We often have customers ask about the benefits of in-house financing over lines of credit. We feel that by offering you the option of in-house financing and explaining the differences to you, you are benefiting in the following ways:

- In-house financing does not tie up collateral outside of the boat, (your house, car, RRSP's etc) as lines of credit do.
- Our in-house financing can be paid out at any time without penalty.
- Any additional payments made above the required premium are applied directly to the loan principle.
- In-house financing pays down principle and interest every month, whereas lines of credit require only that interest be paid monthly, therefore a line of credit may take longer to pay off. In this case even if the interest rate were lower than that of in-house financing rates, consumers would pay more interest in the long run due to longer term debt
- Our in-house financing is more convenient and less hassle for you.



Administrative Service

As with the purchase of most large items, there are a number of documents which need to be prepared and maintained accompanying every boat, motor and trailer sale. At Buckeye we show this fee as a lump sum on your bill of sales which we call an Administrative Fee. This is a mandatory fee of \$269.00 which encompasses a number of services that are broken down below.

Pleasure Craft Licencing-Buckeye Marine completes the necessary government applications with specific technical data and customer information, along with a 3rd party form signed by you. It is then submitted through a secure portal to Service New Brunswick. Once submitted Buckeye Marine is supplied with the new Vessel number. The dealership will then (at an additional charge) have vinyl decals of your choice, in coordinating colours to your boat, cut and installed. Service New Brunswick will then mail the original Pleasure Craft Licence to your home address. It is important to know that you must carry a copy of this licence on board your vessel at all times. We recommend that you take a copy of the licence and keep one onboard your boat and the other in safe keeping (\$150)

Document Storage and File Maintenance -Buckeye will maintain and store for further reference all files in a secure locked file cabinet for 7 years. (\$110)

On-line Registrations- We will ensure that all manufacturer's warranties are registered. (\$100)

Processing- Buckeye will ensure all bank and insurance documents are processed and retained in a secure locked file cabinet. (\$150)

Trailer Fee-If there is a trailer, Buckeye Marine will apply for trailer plates and all ownership documents to have available at the time of delivery (\$50). *Plates, if required, are billed separately.*

Total: \$560

Buckeye will provide all of the above services, a \$560 value, to its customers at a reduced rate of \$269.



All personal & financial information provided to Buckeye is protected by our company privacy policy

Credit Life Insurance

Given the fact that boating is such a family oriented pastime, we feel that one of the most valuable insurance options for you to have as a buyer is Credit Life Insurance. Though many of our customers are not sure of the benefit to them, we feel it is an important aspect to any large purchase. Put simply credit life insurance is insurance to protect your loved ones from taking on your personal debt while dealing with family loss. In the event that the loan holder were to lose his/her life during the term of financing, the insured part of the loan would be paid off and the family would get uninterrupted use/ownership of your investment.

Accident & Health Insurance

At Buckeye we feel that it wouldn't be right to sell you a boat without giving you options. We are proud to offer you accident and health insurance. Many people ask "what is accident and health insurance?" Briefly it is part of a financial management plan that is designed to pay obligations during a time of accident or a period of poor health. We offer you insurance to protect your family and your credit because we know that 38% of all bank repossessions are caused by injury or health related disabilities. While most people have coverage through their employer, it is often insufficient to cover their responsibilities. Another important point to note is that you don't have to pay tax on insurance money collected.

Critical Illness Insurance

Many people have heard of critical illness insurance but are unaware of what it is. Critical illness insurance works with life, accident and health insurance to provide complete credit insurance. It is designed to provide the insured a lump sum benefit if he/she is diagnosed with a covered illness and survives 30 days. With the debt paid off, the insured can redirect the funds that would have been used for payments to their recovery, lifestyle adaptation and/or a much needed vacation.



Extended Warranty

Extended warranty is another great way to help protect your investment. This becomes apparent in the event that you have a breakdown in the third year of use. If you have not purchased extended warranty, you will be responsible for covering the total cost of the repairs. However, for much less money than a major repair, you can purchase extended warranty which covers your engine after the manufacturer's warranty runs out. It is also important to note that extended warranty covers the use of genuine parts and labour performed by factory trained technicians. Another upside is that your extended warranty can be transferred, increasing the resale value of your craft.

There is a reason extended warranty is so popular with Canadian boaters. Extended warranty has proven especially beneficial to us in the northern climate because on average it takes us twice as long to incur equal use to that of southern boaters who use their boat year round. (Where it typically takes Florida boaters two years to hit average use it takes Canadians four). Due to the fact that the majority of boat sales occur in southern climates, manufacturers stick to a 2-3 year warranty time frame. When Canadian boaters do the math, traditional warranties only protect them for half of their average use. Therefore, you can put your mind at ease by purchasing extended warranty.

Extended Warranty and Health Insurance policies help protect your investment & improve resale value

What do I need aboard?

Safety & Mooring Equipment

Legislation exists in Canada regarding standards of safety and required equipment for all types of watercraft. Equipment needs are determined by length and type of vessel however some of these items could include: whistle, bailing bucket, heaving line, watertight flashlight, anchor, compass and a lifejacket or PFD fitted for every person on board.

For full details regarding your specific watercraft, refer to The Safe Boating Guide or contact our Parts & Accessories Dept.

Additional mooring equipment, although not required by law, is recommended by Buckeye Marine to help make your boating experience more pleasant and to protect your boat when moored. Suggested items included in a mooring package are fenders, fender system, mooring lines, proper cleats, paddles, an anchor & a boat hook.



Helpful Items

In addition to the necessary safety gear, including the following items may improve the comfort of your boating adventure: first aid kit, bottled water, compass, sun protection, batteries, small tool kit, knife, waterproof matches, granola bars (or rations of some kind), dry clothing, sun glasses & a water tight container (for storage of emergency equipment).

Many boaters, especially first time boaters, have questions about the types of items that they should have onboard their boat. Many of these items are dependent on the size of your boat, the number of passengers, age of passengers, type of cruise you are planning and your destination. There are many great tools and resources to help you decide what you should have onboard for a journey.

Some of these resources include:

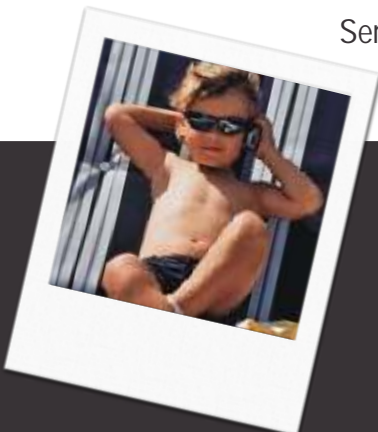
Boating Books- *See BuckeyeMarine.com for a list of great reads*

Boating Web sites- *Many links are placed on www.buckeyemarine.com listed under Tips & Tricks*

Buckeye Boating Safety Staff - *Ask for Carly Poole*

Seasoned Boaters- *Join our Cruise Club & make some new boating buds. Join our blog to chat with them buckeyecruiseclub.blogspot.com*

Seminars- *Check out the Toronto Boat Show Seminar Series.*



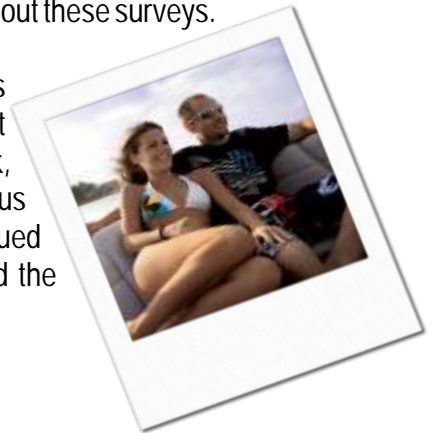
Having trouble keeping milk onboard?
Keep it in 500ml plastic water bottles for easy storage!

This tip came from "First Mate 101"

CSI

The marine industry, like most industries today, is turning to its customers to find out what is being done well and what needs to be improved. Through the introduction of JD Powers & Assoc. along with an ongoing mandate by the National Marine Manufacturers Assoc.(NMMA) to increase customer satisfaction. Because of this, if you have bought a new boat you may be receiving a customer satisfaction survey in the mail. It is important for you to know that this is Buckeye's 'report card' to its respective manufacturers and determines such things as warranty rates which will impact you. Therefore, it is very important to us, and to you, that you take a moment to fill out these surveys.

For us, at Buckeye, a score of anything less than 100% satisfaction is unacceptable. We feel that you deserve to be 100% satisfied with your product and your experience here at Buckeye. It is our job to make this happen. We ask, if you are unable to give us 100% in any area of your experience, that you call us and we will do all that we can to meet your needs. We want you, as our valued customers to know that "we care" about you, your experience, your boat and the memories that boating creates!



Follow Up

At Buckeye we strongly believe in the push to increase & monitor customer satisfaction and at Buckeye we recognize that customer satisfaction does not end with a new boat purchase. Because of this we have extended an in-house follow-up program to include all boat buyers (new, new-to-you & brokerage) & service customers. So regardless of your purchase or service fulfilled at Buckeye, you will receive a phone call or a survey from us ensuring your complete satisfaction. Both calls and surveys are short and to the point as we understand time is precious; however the information you supply is priceless and enables us to continue to improve the level of satisfaction extended to you.

Feedback Rewards Program

We recognize that with your busy lifestyle filling out surveys may not be at the top of your list. To reward you for completing in-house follow-up and manufacturers' CSI surveys you will have either 250 points added to your Buckeye Family Advantage Card. If you don't have a BAF card one will be issued to you with 250 points on it to start you off.

Buckeye Family Advantage Program

Buckeye offers the ultimate advantage program that provides you with exclusive benefits. Our new Family Advantage card is designed to help you save money while our service specialists care for your vessel. The program is designed for you our loyal customer to reward you for your loyalty. For each purchase made you will earn points that can be redeemed in-store. We will also extend special offers like the one above. To learn more about this program check out BuckeyeMarine.com.



Complete your CSI survey and enter for a chance to win some great prizes
How easy is that?!

Pleasure Craft Operator Certification

In September 1999, Pleasure Craft Operator Certification was enacted by the Canadian Government. There are many misconceived notions regarding this legislation.

Currently a "licence", or Pleasure Craft Operator Card is required by anyone operating any vessel fitted with an engine, regardless of age. This rule also applies to any person operating a personal watercraft.

There are also restrictions concerning children and the engine horsepower they are legally allowed to operate unaccompanied. Children carrying their Pleasure Craft Operator Certification, under 12 years of age, may operate a vessel 10hp or under unaccompanied. Children carrying their Pleasure Craft Operator Certification, between 12 & 16 years of age may operate a vessel 40hp or under unaccompanied. Pleasure Craft Operator Certified children of any age, may operate a vessel of any horsepower while accompanied by an adult who holds a Pleasure Craft Operator Card as well as a valid driver's licence. No child under the age of 16 may operate a personal watercraft.

As of September 15, 2009, all operators of any size or type of motorized vessel require a Pleasure Craft Operators Card. For further information refer to the Safe Boating Guide provided in your package.



PCOC Safe Boating Courses

We will once again be hosting a number of courses throughout the summer which allow boaters to get their PCOC. Courses are taught in a classroom style setting and cover all aspects of boating, from mooring to navigation. Courses range from 2-5hrs, offering instruction, a boating manual (if needed), and the writing of the Pleasure Craft Operator exam to award you a boating licence for a nominal fee. For dates and times please refer to the Event Calendar in your package.

We also allow those who have self studied the opportunity to challenge the exam. In order to facilitate this please call Carly and book an appointment.

Every boater must have their Pleasure Craft Operator Certification when operating a boat fitted with an engine

Boating Classes

Buckeye is committed to safe and enjoyable boating. We are proud to offer a number of different ways to earn your Pleasure Craft Operators Certification and to obtain hands on learning including opportunities in various boating applications.

Women Behind the Wheel



This women's how-to course allows you to learn all about boating, from safety to hands on captaining and towing. This is a course for women, taught by women and designed by a woman to make all of our female captains feel their very best behind the wheel on the water.

Youth Boat Safe

This fun-filled, interactive how-to course allows kids 8-16 the chance to get their boating licence & learn on-water boating safety in a fun atmosphere. This hands on course is geared toward giving kids all the tools that they need to be safe on the water including PCO Certification & Hands-on Captaining. Additionally, an interactive "What to do if..." Section is given to those aged 8-12 and a Towing Safety section is given for those aged 13-16.



Private Hands on Training

Master Your Craft

Given the raging popularity of inboard boats we have designed a one-on-one hands on captaining course specifically for inboard boat owners. Master Your Craft is offered as private instruction and includes a towed watersports professional in your boat at your location to capitalize on learning and meet each individual's specific needs. This private instruction is open to all owners of inboard

Perfect Cruise

Open to cruiser owners, this hands on training course allows participants to explore all of the ins & outs of captaining a boat with twin engines. Open to all levels of boaters this private one-on-one instruction includes a qualified boating professional to guide you and is sure to leave you feeling confident behind the wheel.

Lock & Dock

Never ventured through the Trent because the idea of locking through is too daunting? Is every docking experience like pulling the handle of a slot machine? You are not alone! Most boaters spend years trying to master the skill of docking & locking through and we want to help. Offering one on one instruction in a real life situation together with the Trent-Severn Waterway, we want to ensure that you have the opportunity to discover the Trent and learn to dock your boat with ease. We have professional instructors dedicated an entire interactive workshop to helping boaters become comfortable with locking & docking in your own boat.



Uneducated boaters are five times more likely to fall victim to boating fatalities than educated boaters

Come Join our Boating Adventures...

Join the Buckeye Cruise Club!

This club is designed to bring boaters together and show them new and exciting places to journey while making great friends and lasting memories. By participating in the Cruise Club, Buckeye boaters are able to explore new territory under the watchful eye of our expert captain. In short, Buckeye's Cruise Club captain starts at a specified location and will pick up boaters en route to our destination. For the return cruise home, boaters have the option to follow our captain safely home or venture out on their own.

Cruise Club adventures vary in length and destination to appeal to a number of different boaters. From sand bar hangs to day trips for lunch, overnight weekend retreats to evening dinner cruises we have a variety of Cruise Clubs to offer. All of our cruises are unique; however, most have similar features including contests, food, entertainment and great destinations! There is one thing you can always count on when attending a Buckeye Cruise Club...no matter what the venue there will always be great company and lots of fun.

The Buckeye Cruise Club is open to all Buckeye boaters regardless of boat size as we ensure that all venues can accommodate all of our Cruise Club members' boating needs. Venues are chosen based on their proximity, great food & beautiful facilities. All destinations provide ample docking and transportation to on-land venues if needed. Overnight cruise clubs are always booked at a facility where overnight accommodation as well as slipage are available so all of our runabout owners, who can't sleep aboard, can still partake in an overnight get-away.

We look forward to this year's adventures & would love for you to be a part of the fun. Join our blog to stay in touch with other boaters and to see what cruise is up next. Follow us at buckeyecruiseclub.blogspot.com and join the fun!



Start a new boating adventure!
Join the Buckeye Cruise Club Blog
buckeyecruiseclub.blogspot.com

Customer Appreciation Events

You are our customer and we appreciate it! Buckeye Marine runs several customer appreciation events throughout the year to give back to you, our valued customer. Our events are designed to bring together Buckeye boaters and staff to take part in fun, family-friendly events. Some of our most popular customer appreciation events include: the Sandbar Family Barbeque, Product Preview & Charity Gala and our always popular Fall Pig Roast. We are continually adding new events to show our gratitude, so check out the events calendar on our Web site often to find out when we are running an event in appreciation of you!

Sandbar Family Barbeque

For the past few years, Buckeye has hosted a family barbeque on the water at a local sandbar for Buckeye boaters. This rendezvous involves on-water activities for the whole family including: games, demos, prizes & a Buckeye BBQ. Each year this event grows to involve more boaters looking to relax with their families & friends while enjoying a fun-filled, free afternoon with the Buckeye Family. This is a great event for the whole family and is geared towards entertaining kids of all ages. It's a great way to meet new boating friends and make some lasting memories with your family and ours!

Pig Roast & Customer Appreciation

Every fall on Saturday of the Labour Day weekend, we show our gratitude to our customers for another successful year with a pig & corn roast to round out the season. We invite you, your family & your lawn chairs to join us at Buckeye for an evening of good food, great entertainment and a whole lot of fun. While each year we are joined by new faces you are always guaranteed a fun-filled evening in which to meet new boating companions and interact with Buckeye employees in a relaxed and entertaining atmosphere. Don't forget to RSVP to Sandy by August 15th!

Product Preview & Charity Gala

Join us in October to catch the first sneak peek of what's new for the coming year. Held annually on the Friday night before Thanksgiving, we invite you to sit back and relax as we entertain you with wine and cheese, entertainment, new product, charity auctions and more! We hope that this night will provide you with a chance to get to know what's new and hot, to meet the Buckeye staff, and most importantly, to have a whole lot of fun raising money for those in need. Last year's event was a huge success and we hope that this year, with your support we can surpass last year's charitable donation! Don't forget to RSVP before September 15th to Sandy at 705-738-5151.

Stay up-to-date

Beacon Newsletter

The Buckeye Beacon lights your way through Buckeye Family Life. This enewsletter is distributed quarterly exclusively to Buckeye Family Members. The Beacon is a fun and informative way to keep Buckeye Family Members in the loop about what's happening at Buckeye, in the boating industry, the boating community & with the Buckeye Family. The Beacon also includes: upcoming events, service tips, boating tips, trivia, boating stories, ask the expert questions & answers, featured products and much more.

We are always striving to add a touch of Buckeye Family life into our newsletter and would love to hear from you. If you have a fun story, clever boating joke, question for our experts, great boating picture, fabulous boating recipe or any boating tidbit that you would like to share with us we would love to put it in the Beacon. So send your jokes, pictures, stories, puzzles, tips, recipes and more to our editor at askus@buckeyemarine.com.

Remember, the Beacon is available as an e-newsletter and without your email address we can't ensure that you will receive it. This is something that you don't want to miss out on so please send your up-to-date contact info to info@buckeyemarine.com so you will receive this great Buckeye boating guide.

If you don't have an email address and would still like to receive the Buckeye Beacon we do produce a limited run in print that is distributed at the front counter in the store.



Follow us

We have a number of great things happening through our social media networks. Join the conversation!

Not only will joining our online communities connect you with other boaters, give you access to free tips and boating insights it will also afford you access to special incentives which are ONLY available to friend and followers.

So check us out...

facebook.com/thebuckeyemarine
twitter.com/buckeyem
youtube.com/thebuckeyemarine

buckeyecruiseclub.blogspot.com
buckeyemarineblog.blogspot.com



Make sure that you get the Buckeye Beacon
Send us your email address!

You can be a winner too!

We believe that there is no better way to find out about your boating adventures than by giving you incentive to tell us all about it. We also know everyone loves to win great free stuff! With that in mind we have created a number of contests and draws throughout the year that you can win just by sharing your boating experience with us! All contests are different and happen sporadically throughout the year. They are easy to enter and your odds of winning are high. The best part is that as a Buckeye Family member you are the first to know what the contest is and how you can be the next big winner.

Contests range from children's story writing to on-water photos, oldest boat to boating trivia. They take place in-store & online so make sure to watch our website and social media communities as well. Prizes range from boating accessories to course tuition and Rewards points.



To find out about these great chances to win make sure that we have your email address on file & be sure to follow us on facebook, youtube and twitter.

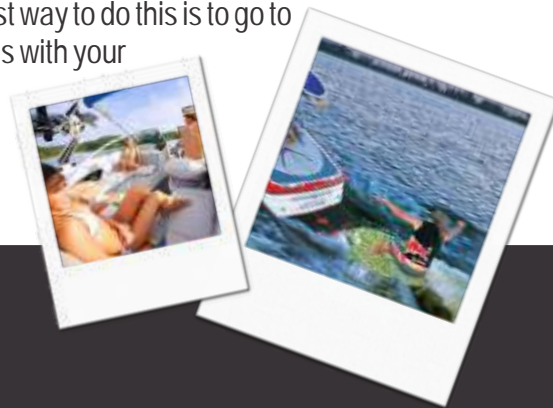
Surf the Web

The world wide web is growing by leaps and bounds and we feel that the best way to keep up is to join in! You may think that Web sites are only useful when buying a boat...in fact you may have first researched your new boat online. While the web is a great way to research before you buy it is also an important tool for you now as a boat owner. We pride ourselves on the fact that our Web site is a resource for all boaters and urge you to ride the web to www.buckeyemarine.com for useful boating tips.

This time when you visit our site instead of looking under sales check out "About Us", "Tips & Tricks" and "News & Events" to find: a calendar of events, boating trivia, boating books, kids corner, boating glossary, schools & programs and much more.

Online you can also see what's new in our parts & accessories dept., schedule service, book winter storage and take a look inside our service dept. All this and much more awaits you at www.buckeyemarine.com.

We also do our best to keep you up-to-date about upcoming events, service bulletins, what's new & changes in boating legislation and understand for many of you the most effective way to do this is by e-mail. So make sure that we have your e-mail address on file. The easiest way to do this is to go to About us - "contact us" on our Web site and fill in the fields with your proper contact info.



Keep us up-to-date with your contact info!
Email it to info@buckeyemarine.com

Frequently Asked Questions

I don't have anywhere to dock my boat permanently or when I go out on a trip. How can I find a marina with dockage?

The best way to get started searching for a good place to permanently dock in your area or to moor temporarily while travelling is by visiting the Ontario Marina Operators Association Web site at www.boatingontario.com or by viewing their handbook provided in your package. If you are boating out of province, you can find links to similar sites by visiting www.discoverboating.ca

I don't know my way through the lakes. How do I find out how to get around?

Your best bet is to purchase Trent-Severn Waterway charts to lead you through the system. These nautical maps can be found in our Parts and Accessories Dept. Simply contact us at parts@buckeyemarine.com or by phone (705) 738-5151 ex.222. We have also included in this package a guide outlining places to stop, a brief history and events calendars for the Trent Severn Waterway. Please note: This book is to be used as a destination reference and should not be used as a form of navigation.

I have never trailered a boat before. What do I need to know?

We recommend that every boat & trailer have proper tie down straps to ensure that your boat is very secure on the trailer. It is not recommended that you tow a boat with the top up at any time. We do recommend the use of a trailering cover (tonneau, or cockpit cover). If you do not have one please ensure all loose items are stowed away in locked compartments and all cushions are fastened down so that they will not fly out. We have also included in your package a towing guide to help you. However, if you are uncomfortable driving with your boat on a trailer, we suggest that you try one of our hands-on training courses. Call our Events Coordinator today!

Do I need brakes on my trailer?

According to the Ministry of Transportation of Ontario, any trailer that is carrying a boat over 2500lbs must have its own brakes. For more information on this law and other laws pertaining to towing, visit the Pulling a Trailer Safely page in the road safety portion of the MTO Web site at www.mto.gov.on.ca

What are your hours of operation?

From Apr. 1st until Oct. 31st, business hours are: Monday thru Saturday 8am-6pm
Sunday and holidays 9am-5pm
Nov. 1st to Mar. 31st business hours are: Monday thru Saturday 9am-5pm
Closed Sunday



Always ensure your drain plug is firmly in place
before launching your boat

FAQ Cont.

I am not yet comfortable docking/driving my boat. What do I do?

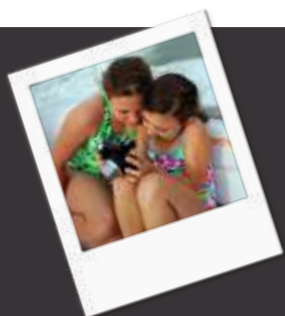
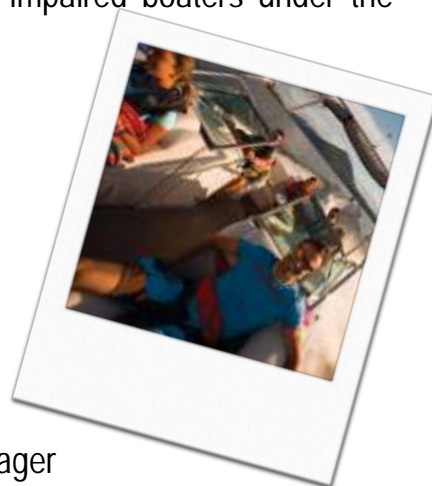
We want to ensure that you are completely comfortable operating your new vessel no matter what the size. If, after your water test, you get your boat home and are still uncomfortable with any part of its operation please let us know. We can help you with complex actions such as docking and using trim to more basic actions like putting up canvas or turning on the battery. Please contact our Service Dept for help. We will arrange for someone to come and coach you until you are comfortable. Depending on your level of comfort and the problem at hand, we may be able to assist you by phone. We also offer a number of different hands-on training courses. We have found these to be very popular with boaters. See pg.15 for details

Drinking and boating....Can I lose my driver's licence for impaired boating?

Yes! On June 22, 2006, a private member's bill was passed in parliament stating that those convicted of impaired boating will now face the same penalties as they would if they were found driving their car under the influence of drugs or alcohol. This bill allows law enforcement the ability to suspend driver's licences of impaired boaters under the Highway Traffic Act.

Whom do I talk to about....

Warranty issues - Service Dept
Proper boat operation - Service Dept
Booking maintenance - Service Dept
Fiberglass repair - Service Dept
Storage - Service Dept
Arrival of ordered parts - Parts Dept
Tops and Upholstery - Parts Dept
Finance, insurance & extended warranty - Business Manager
Vessel licensing - Business Manager
Numbers or lettering - Business Manager
Taking a course or attending an event-Marketing
Sales - Contact your Product Consultant or the Sales Manager
General Questions or concerns - Reception





Manufacturer Web Addresses

- Chaparral Boats Inc. - www.chaparralboats.com
- Regal Marine - www.regalboats.com
- Princecraft - www.princecraft.com
- MasterCraft - www.mastercraft.com
- Mercury/Mercruiser - www.mercurymarine.com
- Volvo Penta Canada - www.volvopenta.com
- Yamaha Motors Canada - www.yamaha-motor.ca

Partner Info

Buckeye Marine is proud to have a great relationship with the following businesses to better serve you. We urge you to check them out and see what they have to offer!

Buckeye Surf & Snow, Buckeye Outdoors & Buckeye Lifestyles
From clothing to sunglasses, fishing tackle to watersports equipment they have what you need at the cottage. With three stores to better suit your needs they are your fashion & sporting equipment outlets in cottage country.
Owners: David & Monica Poole 705-738-9283 & 705-738-2666 www.buckeyesource.com

Lakeside Customworks- Custom canvas fabrication. Specializing in custom boat canvas & repairs.
Owner: Debbie Poole 705-738-3832 www.lakesidecustomworks.com

The following are WSWO ski schools focussing on teaching safe & enjoyable watersports.

Ski-Mazing Watersports- Haliburton Highlands
Owner: Craig Bowker www.skiwakefootschool.com

The Wake Institute- Mobile service based in Bobcaygeon
Owner: Jay Poole www.thewakeinstitute.com

Fluid Wake Academy- Belmont Lake
Owner: Todd Spalding todd@toddspalding.com



We are proud to be associated with top notch companies
to better serve you!

CONTACT INFO



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Carly Poole ex.232
Marketing Manager
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Jay Poole ex.300
Delivery Captain
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Shirley Kimble-Grills ex.226
Finance Manager
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Grant Jowitt ex.224
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facebook.com/thebuckeyemarine



twitter.com/buckeyem



youtube.com/thebuckeyemarine



linkedin.com/company/buckeye-marine



buckeyemarineblog.blogspot.com



buckeyecruiseclub.blogspot.com



yelp.ca/biz/buckeye-marine-bobcaygeon



foursquare.com/buckeyem

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