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JANUARY 2014

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p. 28

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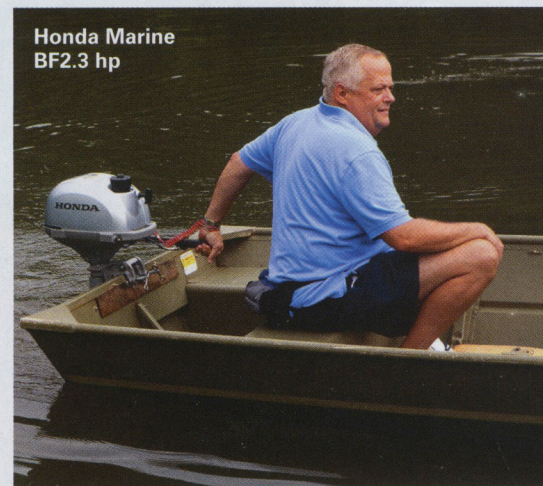
*Spotlight on*

BAVARIA | BOSTON WHALER | FORMULA | LARSON



Yamaha Helm Master

# Tech Talk



Honda Marine  
BF2.3 hp

## The latest technologies and innovations on display at this winter's boat shows.

**This winter's** boat shows will dazzle spectators with revolutionary power and technology. Everyone wants boating to be easier, safer, cleaner and more fun. The world-class engines and electronics highlighted in the pages that follow will happily fulfill any boater's wish list.

Joystick technology makes steering and docking a delight. Slipping in and out of a tight situation is a cinch with just the touch of a finger and a twist of the wrist. It takes only minutes to learn how to use these nifty devices.

Electric motors are becoming more prevalent, particularly on waterways where gasoline motors are forbidden. Now owners have a wider choice of engines with higher horsepower and range.

Skippering a boat should be as simple as driving a car. Today it can be, with sophisticated electronics that allow the engine and navigation to be controlled on a single dashboard. There's even an autopilot device that shows the way and takes you where you want to go.

Pontoon boats are more popular than ever in the Midwest. Now they can be outfitted with an engine designed specifically for this application.

A new, compact and lightweight 150-hp outboard has proven itself in waters from western Canada to Guadeloupe. It's also the perfect option for boaters choosing to repower their boats, especially older models with transoms not designed to accommodate the weight of conventional four-strokes.

Take an up-close and personal look at the world's leading products on display at the 2014 winter boat shows. Company representatives look forward to greeting you and showing off the latest innovations that will help you enjoy the beautiful waters of the Great Lakes region more than ever before.



Seven Marine  
557 Outboard

by Elizabeth Altick

## Mercury Marine | 150 FourStroke

The Mercury 150 FourStroke outboard's exceptional durability, fuel efficiency and performance make it a top choice for offshore, inshore bay, flats, aluminum, bass, pontoon, runabout, RIBs and aluminum bass boats.

Despite the naturally aspirated engine's remarkably small size and light weight, the 150-hp outboard boasts a 3.0-liter, four-cylinder in-line configuration that easily creates superior power for single or twin applications. In fact, it has more displacement than any other 150-hp four-stroke engine, yet delivers excellent fuel efficiency at cruising speed.

The engine will start and run consistently and last longer on any body of water in the world. It has endured severe field testing in applications as varied as cold, 20-foot saltwater swells off the west coast of Canada to commercial fishing in the warm waters of the Bahamas and the unprotected seas around Guadeloupe. The 150 FourStroke handled thousands of hours of hard-core, severe, real-world testing in conditions the average boat operator will never endure — and passed all tests with flying colors.

The massive torque curve of the new 150 FourStroke ensures that even the heaviest boats will plane quickly. If boaters require room to fish, this multi-use engine fits nicely under poling platforms on flats boats and in pontoon motor wells.

It's also a great option for boaters choosing to repower their boats, especially older models with transoms not designed to accommodate the weight of conventional four-strokes. [MERCURYMARINE.COM](http://MERCURYMARINE.COM)



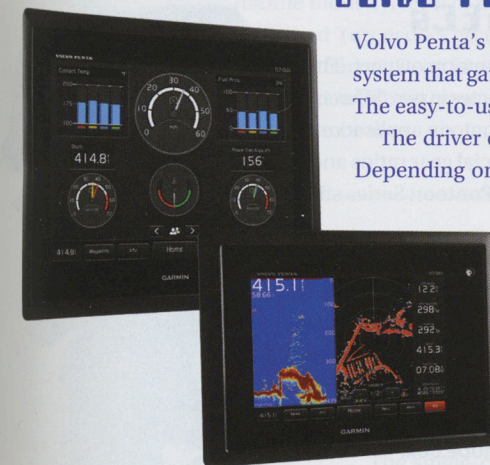
## Volvo Penta | Glass Cockpit

Volvo Penta's Glass Cockpit allows boaters the luxury of an all-integrated control and monitoring system that gathers driver information — including warnings and alarms — and displays it on high-tech monitors. The easy-to-use dashboard controls both the engine and navigation.

The driver decides what functions should be displayed on the screens and how they should be distributed. Depending on boat type and size, one or more displays can be mounted on the dashboard. The screens are available in sizes from 8 to 19 inches.

Similar to a state-of-the-art automobile dashboard, all screens alight simultaneously when the boat is powered up. The easy-to-handle, pinch-to-zoom displays provide instant control. All settings, including instrument dimming, are carried out concurrently at the helm and flybridge. With the Glass Cockpit system, captains appreciate a common, ergonomic design — and interface — for the whole dashboard, with push-buttons on the controls and touch-buttons on the screens.

The unique auto guidance feature searches through all relevant charts to create a route that's easy to follow, avoiding shallow water, buoys and other obstacles. Coupled with the autopilot, it not only shows the way, it takes you there. [VOLVOPENTA.COM](http://VOLVOPENTA.COM)



## Yamaha | Helm Master Joystick

To call Yamaha's Helm Master simply a joystick would be to sell it short. The sophisticated device not only makes docking easier, it provides multiple control functions that free up boaters to enjoy their day on the water.

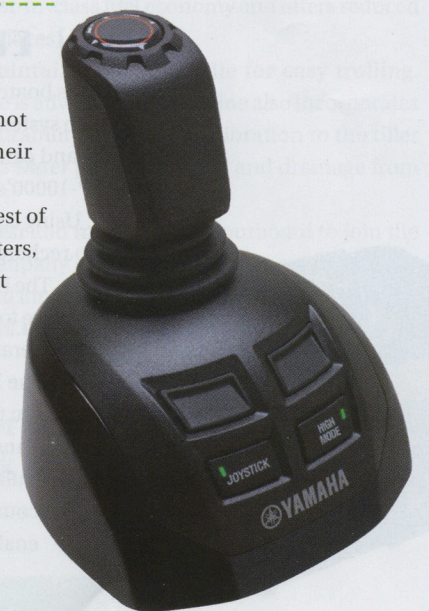
Great Lakes marinas are often crowded. Helm Master allows boaters to slip in and out with the greatest of ease. The skipper can concentrate on docking without minding multiple operating devices. In tight quarters, Helm Master allows movement of the boat with the joystick — not only fore, aft, port and starboard, but the stick can be rotated for turning and positioning the boat. Helm Master all but eliminates the need for bow thrusters (in most boats), and the boat's engines can operate at higher rpm for increased control.

Apart from docking, Helm Master offers unique, advanced features. Maximizing performance is easy with automatic trim control. When activated, the outboards will automatically trim up or down at a given rpm.

Maintaining throttle setting is as quick as touching a button. Speed control can set rpm throughout the range of the engines. Single lever throttle control also is standard.

The Helm Master system incorporates a new Electronic Key System (EKS), which allows it to be powered without the use of a conventional key. Yamaha's Y-COP® theft deterrent feature is built in.

[YAMAHAOUTBOARDS.COM](http://YAMAHAOUTBOARDS.COM)





## Seven Marine | 557 Outboard

Seven Marine has positioned its 557 squarely between comparably powerful inboard set-ups and multiple outboard riggings. The 557 affords boaters the opportunity to experience the power and conveniences previously exclusive to inboard, luxury sport yachts plus all the performance and efficiency inherent to outboards.

While inboards routinely pump out more than 500 hp, outboard enthusiasts looking to go as far as possible, as fast as possible, have until now been stuck with one option: Rig a boat with multiple low-output motors, with the associated weight, drag and hassle of servicing three or more motors.

Thanks to its unprecedented 557 hp and myriad technological innovations, the Seven Marine 557, with its General Motors supercharged LSA V8 (Cadillac CTS-V, Camaro ZL1), stands apart in the outboard marketplace. The engine is lightweight, all-aluminum, fuel-injected and supercharged. Closed-loop cooling, an ECU-controlled octane scaler, and dual 3.5-inch exhaust are among the technological advances Seven Marine has brought to the outboard market.

Seven Marine's close relationship with ZF Marine has culminated in the world's first outboard application of ZF's Joystick Maneuvering System (JMS), as well as the incorporation of a ZF CAN-bus controlled disc-clutch transmission that works in conjunction with Seven's proprietary twin-pinion gear case.

The twin-pinion gear case and unique drivetrain affords endless gearing options, while Seven's collaboration with Hering Performance Propellers ensures that the right props are available for nearly unlimited applications. [SEVEN-MARINE.COM](http://SEVEN-MARINE.COM)

## Evinrude | Pontoon Series and High Output E-TECs

BRP-Evinrude has designed an E-TEC outboard engine built specifically to address the needs of pontoon owners. The Pontoon Series outboards are available in 90-, 115- and 150-hp options. Furthermore, the 90-hp engine comes in two different models: The E90SL and E90SNL. These new offerings are the ideal choice for any mid-size-to-larger pontoon application.

New features include rubber motor mounts to reduce vibration transmitted to the boat and special gear ratios and large displacement cylinder blocks that provide abundant torque and high thrust. Of course, the Pontoon Series still offers all of the best-in-class features of the entire Evinrude E-TEC lineup.

In addition, the recently introduced Evinrude E-TEC 90 H.O. is an exceptionally reliable and durable outboard engine, which makes it perfect for the rough waters of the Great Lakes. Whether it's fishing or watersports, boaters will be able to effortlessly cut through big waves thanks to the 90 H.O.'s natural two-stroke advantage.

Furthermore, all Evinrude E-TEC engines, including the Pontoon Series, have 3 years/300 hours no-dealer-scheduled maintenance, which means boaters can spend more time exploring the expansive lakes and less time in the shop. When winter rolls around, Evinrude E-TEC Pontoon Series and 90 H.O. owners won't have to visit a dealer because all Evinrude E-TEC engines automatically fog themselves in minutes. This simple winterization process saves consumers both time and money. [EVINRUDE.COM](http://EVINRUDE.COM)



## Elco | EP-10000

Great Lakes boaters often encounter strong winds and choppy conditions — a challenge for any propulsion system, but particularly for electric motors. The Elco EP-10000 is a great option for sailboats, launches and catamarans between 40 and 85 feet that require between 75 and 125 hp.

The EP-10000's long range can be extended by adding an on-board generator, perfect for day trips across large bodies of water. Using a generator also enables boating enthusiasts to realize more "bang for their buck," as one gallon of diesel used to recharge the batteries will carry them up to two times farther than one gallon of diesel used for propulsion.

The EP-10000 provides a smooth, quiet, vibration-free experience that's environmentally friendly. Boaters don't have to worry about emissions or oil/fuel leaks. Elco electric motors help keep the Great Lakes clean so that future generations can enjoy swimming, fishing, boating and other recreational activities.

The EP-10000 is rated for 50,000 hours. Despite its power and performance, it has a simple, plug-and-play design that significantly reduces installation and maintenance costs. The brushless AC motor has only one moving part and doesn't use the peripheral parts or systems of diesel motors (e.g. fuel pumps) that can fail and require regular replacement. The EP-10000 doesn't have to be commissioned and decommissioned like its diesel counterparts; boaters simply need to keep the batteries charged. This effectively extends the boating season, enabling Great Lakes boaters to take advantage of late autumn and early spring days. [ELCOMOTORYACHTS.COM](http://ELCOMOTORYACHTS.COM)



## Torqeedo | Deep Blue Electric Outboard

Torqeedo has been recognized for its innovative electric outboards, especially in the smaller horsepower range (up to 8 hp). Now, with an 80-hp motor, the company supports electric mobility in the higher horsepower ranges.

The company's Deep Blue electric outboard offers the typical Torqeedo benefits to higher performance classes: Outstanding efficiency to give greater power and range from a limited battery supply, together with more convenience.

Deep Blue features an onboard computer that uses GPS to calculate remaining range, as well as displays travel time and direction to individual waypoints. It also provides increased safety, thanks to automotive standards in the battery technology and redundant electrical components.

Torqeedo has established a partnership with Johnson Controls, the world's leading automotive suppliers of battery technology. Lithium batteries from the automotive industry were developed for maritime applications. As a result, the Deep Blue system's batteries come with a 9-year capacity warranty.

Boat owners on waters where the use of gasoline motors is limited or forbidden will appreciate Deep Blue. It's an industrially developed and manufactured product with benefits in price-performance ratio, comfort and safety.

Deep Blue from Torqeedo won the marine industry's prize for the most important innovation of the year in 2012: The prestigious DAME Award. The award, presented each year at the Marine Equipment Trade Show (METS) in Amsterdam, takes many factors into account when selecting a recipient, including design, styling, quality of construction, overall impact on the marine industry, level of innovation, cost effectiveness and favorable environmental impact.

In its report, the jury praised Torqeedo's groundbreaking research and development, saying, "In bringing this truly original product to the marine market, Deep Blue's designers have achieved a first-class package that offers convenience, price worthiness and performance." The jury selected Deep Blue out of 115 marine industry innovations from 25 countries as the overall winner. [TORQEEDO.COM/US](http://TORQEEDO.COM/US)



## Honda Marine | BF2.3 and BF250 Outboards

Precious things come in small packages... or is bigger actually better? Honda Marine has both ends of the spectrum covered with its BF2.3 and BF250 engines. The BF2.3-hp engine is the smallest and most lightweight Honda model, and the BF250-hp engine is the most powerful Honda product offering.

Weighing only 29.5 pounds, the BF2.3 is the lightest four-stroke outboard motor in America, according to Honda.

The single-cylinder, 57.2-cc engine incorporates a number of innovative features, including Shallow Water Drive, Twist Grip Throttle, Front-Mount Carrying Handle, and 4-Front Corrosion Protection. Within the package is an engine that optimizes performance, has best-in-class fuel economy and offers reduced emissions (as compared to the Honda BF2 model it replaces).

The Centrifugal Clutch on the Honda BF2.3 maintains a smooth idle for easy trolling, automatically engaging the propeller when the throttle is advanced. The engine also incorporates a Full Swivel Bracket designed to enhance overall durability by reducing vibration to the tiller handle. And since the outboard does not require a water pump, clogging and drainage from weeds or sand are never a concern.

The Honda BF250 four-stroke engine is the newest and most powerful outboard to join the Honda Marine lineup — and it's now become the company's flagship model. The design of the BF250 incorporates a number of advanced technological innovations that contribute to the engine's high fuel economy and superior performance. [MARINE.HONDA.COM](http://MARINE.HONDA.COM)



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