



Starcraft Pontoon

Competitive Target:

South Bay



2014 South Bay Program

Boats, Controls and Options

| Volume Discount - Cash or Dealer Pay Interest | | |
|--|-------------------|---------------------|
| Units Delivered | Packaged Discount | Loose Boat Discount |
| 8 | 12% | 9% |
| 16 | 15% | 12% |
| 28 | 17% | 14% |
| Interest Free Program - 6 months from shipment | | |
| Units Delivered | Packaged Discount | Loose Boat Discount |
| 8 | 9% | 6% |
| 16 | 12% | 9% |
| 28 | 14% | 11% |

Motors at South Bay's base motor price

(Mercury @ 10% off Mercury Dealer Base with @ 12% off 50BF ,60BF, 90, 115, 150)

| Motor Discount - Cash or Dealer Pay Interest | |
|---|---|
| 9% | Motors ordered with boats (packaged) |
| 6% | Motors ordered regardless of when boats ordered |
| Motor Discount - Interest Free Program - 6 months from shipment | |
| 6% | Motors ordered with boats (packaged) |
| 3% | Motors ordered regardless of when boats ordered |



Starcraft Warranty vs. South Bay

Starcraft Warranty

The Industry's Best Warranty.

Only a Company with the proven history and longevity of a brand like Smoker Craft Inc. can offer you this

- Limited Lifetime Warranty on Hull and Structure
- 6 Year Warranty on All Components, Carpet, Upholstery and Electronics
- Transferable to Second Owner
- Parts and Labor Included



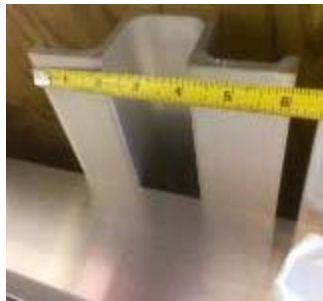
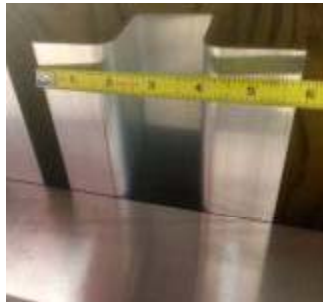
WARRANTY

- 5 Year "Bow to Stern" Limited Warranty
- Limited Lifetime Structural Warranty
- Limited Lifetime Deck Component

South Bay Warranty



Starcraft Cross Members vs. South Bay

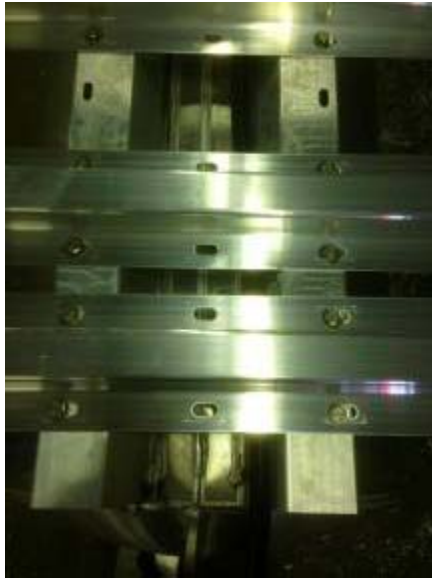


- Starcraft extruded cross members range in width from a 4" reinforced 'Z' channel to a 6" super thick 3/16" thick heavy hat.
- They are bolted up to 4 places on each tube reducing the possibility of shifting and racking.
- South Bay uses an 1 1/2" wide 'C' channel and a 3" wide box channel in the transom area. On the 400 Series and new 'S' series they use a small 1 1/2" wide box channel in the transom area.
- South bay channels bolt in 2 places on each tube.





Starcraft Cross Member 'M' Brackets vs. South Bay



- Starcraft 'M' brackets take a wide stance on the inside and outside of each tube.
- Each section of the 'M' bracket is welded to the tube along the foot of the bracket.
- Provides a solid landing for the cross members to attach to the tube in up to 4 places.



- South Bay uses an 'M' style bracket on the inside of the tube only.
- They use a continuous riser on the outside of each tube that is not welded or braced back to the tube in any way. Weaker than a full 'M' bracket allowing possible flex.
- Cross members attach in only 2 places on each tube





Starcraft Side Trim vs. South Bay



- Starcraft side trim is shaped like an 'F' to wrap securely around the edge of the $\frac{3}{4}$ " plywood deck.
- Helps prevent the trim from buckling under if something like the pier is hit with the boat.
- South Bay has an 'L' shaped side trim that would be more susceptible to damage if the boat runs into something.





Starcraft Fence vs. South Bay



- Starcraft welds its fence rail pieces together and then sends the whole panel frame out to be anodized,
- South Bay sends the fence rail pieces out to get anodized and then welds the pieces together.
- They then spray paint their welds leaving shiny overspray spots, even getting it on their panel material.





Starcraft Transom vs. South Bay

- Starcraft protects the investment of the motor by doubling up the cross members in the transom area, using hat channels and heavy hat channels and securing the transom with more bolts than the competition.
- Small hp transoms are held in place using 17 bolts
- Larger hp transoms (22' and up) are held in place using 20 bolts
- Some competitors have 8 transom bolts while South Bay (right) has 10.





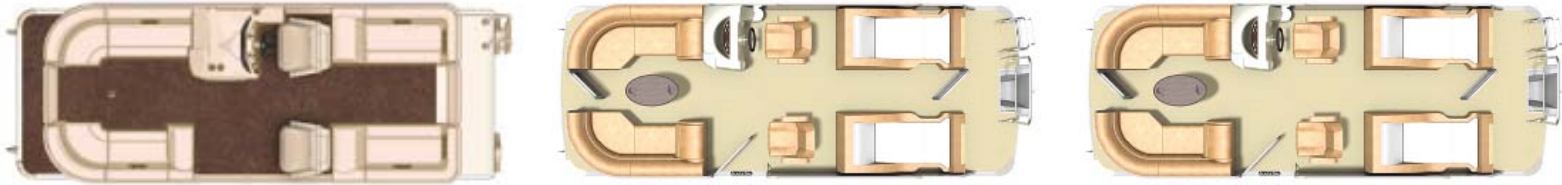
Protecting Your Motor Investment

- Motors often cost as much or more than the pontoon itself. Which would you prefer to protect that investment? 20 transom bolts or 8?





Starcraft Limited 236 Starlounger vs. South Bay 722SL & 522SL



| SPECIFICATIONS | 236 Limited Starlounger | 722 SL | 522 SL |
|---------------------|-------------------------|--------|--------|
| Max HP | 150 | 150 | 150 |
| Max HP (Tritoon) | 250 | 300 | 300 |
| Fuel Cap (gal) | 30 | 27 | 27 |
| Tube Length | 23' 8" | 22' 6" | 22' 6" |
| Deck Length | 23' | 23' 1" | 23' 1" |
| Overall Length | 24' 10" | 23' 9" | 23' 9" |
| Beam | 8' 6" | 8' 6" | 8' 6" |
| Dry Weight | 2200 | 2200 | 2200 |
| Max Persons | 12 | 12 | 12 |
| Max Capacity (lbs) | 2295 | 2310 | 2310 |
| Transom Height (in) | 20 | 20 | 20 |
| Tube Dia (in) | 25 | 25 | 25 |
| Tube Gauge (in) | .080 | .090 | .090 |



Starcraft Limited 236 Starlounger vs. South Bay 722SL & 522SL



| STANDARD FEATURES | 236 Limited Starlounger | 722SL | 522SL |
|-----------------------------|--------------------------------------|---|---|
| Full Fiberglass Console | Yes | Wrapped Cap | Yes |
| Gauges | Tach/Speed/Fuel/Volt | Murphy (Digital) Gauge Trim/Hour/Fuel/Tach/Volt | Murphy (Digital) Gauge Trim/Hour/Fuel/Tach/Volt |
| Tilt wheel | Yes | Yes | Yes |
| Docking Lights | Front Casting | Fence | Fence |
| Change Room | Yes | Yes | No, optional |
| Bimini Top | 8' 6" | 10' | 10' |
| Mooring Cover | No, optional | Yes | Yes |
| Gas Tank Capacity | 30 Gal | 27 Gal | 27 Gal |
| Cross Members | 2" x 6" Heavy Hat 2" x 5 3/4" Hat | 2" x 3" Box Tube 1 1/2" x 2" 'C' Channel | 2" x 3" Box Tube 1 1/2" x 2" Channel |
| Cross Member Brackets | Double 'M' Bracket | Outside continuous riser, Inside 'M' style bracket | Outside continuous riser, Inside 'M' style bracket |
| Cross Member Bolts per Tube | 4 | 2 | 2 |
| Transom Bolts | 20 | 10 | 10 |
| Underdeck Liner | No, optional | Stern | Stern |



Starcraft Limited 236 Starlounger vs. South Bay 722SL & 522SL



| Limited 236 Starlounger | | 722 SL | | 522 SL | |
|----------------------------|---------------|----------------------------|---------------|----------------------------|---------------|
| Boat | 19,930 | Boat | 20,953 | Boat | 18,100 |
| Controls | 695 | Controls | 650 | Controls | 650 |
| Ski tow | 392 | Ski tow | incld | Ski tow | incld |
| Cover | 855 | Cover | incld | Cover | incld |
| Cover installed | 115 | | | Change Room | 311 |
| Gross Boat Price | 21,987 | Gross Boat Price | 21,603 | Gross Boat Price | 19,061 |
| <14% Value discount> | 3,078 | <17% Value discount> | 3,673 | <17% Value discount> | 3,240 |
| <3% Cash discount> | 567 | | | | |
| Net Boat Price | 18,342 | Net Boat Price | 17,930 | Net Boat Price | 15,821 |
| | | | | | |
| Merc 60ELPT BF base | 6,950 | SB 60ELPT BF base | 6,111 | SB 60ELPT BF base | 6,111 |
| | | (special reduced price) | | (special reduced price) | |
| <14% Value Discount> | 973 | <9% Value Discount> | 550 | <9% Value Discount> | 550 |
| <3% Value Discount> | 179 | | | | |
| Net Motor Price | 5,798 | Net Motor Price | 5,561 | Net Motor Price | 5,561 |
| | | | | | |
| Total Package Price | 24,140 | Total Package Price | 23,491 | Total Package Price | 21,382 |



Starcraft 236 Limited Console vs. South Bay 722SL & 522SL



- The 236 Limited console (left) is a large full fiberglass console. Ergonomically designed so that gauges, controls and switches are easy to read and access. Plenty of storage under the console for a cooler or the cover and the fiberglass floor helps keep things nice and dry.
- The 722SL console (center) is last years Berkshire Premium console. It has a vinyl wrapped shroud for 2014 and in place of standard gauges it will have a Murphy digital dash that may not operate properly with all motor brands. You must upgrade the system to get a speed indicator costing \$695.
- The 522SL console (right) is redesigned this year. It has a Murphy digital gauge system that shows trim, hour, fuel, tach and volt. A speed indicator can be added as part of an upgrade package for \$695.
- Small storage area under the console opens to the carpet below that will wick water allowing items to get wet and encourage mildew.



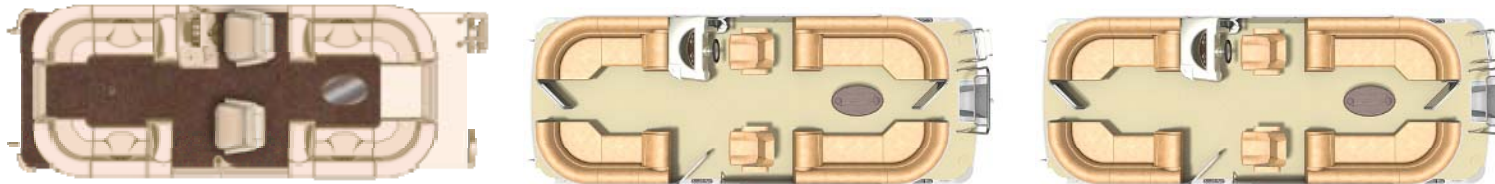
236 Limited Loungers vs. South Bay 722SL/522SL



- 236 Limited loungers (left) have a custom, high end look. Each has 3 cup holders, speakers, padded net storage and large lift up seat cushion that easily open to store big items underneath.
- South Bay 722SL/522SL loungers (above) are very plain with a single cup holder and smaller opening to store things underneath.



Starcraft Stardeck 236 Starlounge vs. South Bay 522RS & S22RS



| SPECIFICATIONS | 236 Stardeck Starlounge | 522 RS | *S22RS |
|---------------------|-------------------------|--------|------------------------|
| Max HP | 150 | 150 | 115 |
| Max HP (Tritoon) | 200 | 300 | - |
| Fuel Cap (gal) | 30 | 27 | 27 |
| Tube Length | 22' 8" | 22' 6" | 20' 9" |
| Deck Length | 22' | 23' 1" | 21' 4" |
| Overall Length | 23' 10" | 23' 9" | 22' |
| Beam | 8' 6" | 8' 6" | 8' 6" |
| Dry Weight | 2200 | 2175 | 2060 |
| Max Persons | 12 | 12 | 10 |
| Max Capacity (lbs) | 2295 | 2305 | 2080 |
| Transom Height (in) | 20 | 20 | 20 |
| Tube Dia (in) | 25 | 25 | 25 |
| Tube Gauge (in) | 0.080 | .090 | .090 |
| | | | *@ based on 400 series |



Starcraft Stardeck 236 Starlounger vs. South Bay 522RS & S22RS



| Standard Features | 236 Stardeck Starlounger | 522RS | S22RS |
|-----------------------------|--------------------------------------|---|---|
| Full Fiberglass Console | Yes | Yes | Yes |
| Gauges | Tach/Speed/Fuel/Volt | Murphy (Digital) Gauge Trim/Hour/Fuel/Tach/Volt | Trim/Hour/Fuel/Tach/Volt |
| Tilt wheel | Yes | Yes | No |
| Docking Lights | Fence | Fence | No |
| Change Room | Yes | Yes | No, optional |
| Bimini Top | 8' 6" | 10' | 10' |
| Mooring Cover | No, optional | Yes | Yes |
| Gas Tank Capacity | 30 Gal | 27 Gal | 27 Gal |
| Cross Members | 2" x 6" Heavy Hat 2" x 5 3/4" Hat | 2" x 3" Box Tube 1 1/2" x 2" 'C' Channel | 1 1/2" x 2" Box Tube 1 1/2" x 2" 'C' Channel |
| Cross Member Brackets | Double 'M' Bracket | Outside continuous riser, Inside 'M' style bracket | Outside continuous riser, Inside 'M' style bracket |
| Cross Member Bolts per Tube | 2 in 'Z' - 4 in hat | 2 | 2 |
| Transom Bolts | 20 | 10 | 10 |
| Underdeck Liner | No, optional | Stern | Stern |



Starcraft Stardeck 236 Starlounge vs. South Bay 522RS & S22RS



| Stardeck 236 Starlounge | | 522 RS | | S22RS (Net Priced - black only) | |
|-------------------------|--------|-------------------------|--------|---------------------------------|---------|
| Boat | 15,195 | Boat | 16,586 | Boat | 11,805 |
| Controls | 695 | Controls | 650 | Controls | 520 |
| Ski tow | 392 | Ski tow | incld | Ski Tow | incld |
| Cover | 657 | Cover | incld | Cover | incld |
| Cover installed | 115 | Change Room | 311 | *(Change room, dock lgts | |
| Gross Boat Price | 17,054 | Gross Boat Price | 17,547 | tilt not std or listed as | |
| <14% Value discount> | 2,389 | <17% Value discount> | 2,983 | options. Certain dealers | |
| <3% Cash discount> | 440 | | | may get them. Add @\$725) | |
| Net Boat Price | 14,225 | Net Boat Price | 14,564 | Net Boat Price | 12,325 |
| | | | | | |
| Merc 60ELPT BF base | 6,950 | SB 60ELPT BF base | 6,111 | SB 60ELPT BF | 5,490 |
| <\$500 discount> | 500 | (special reduced price) | | (special 20 Series price) | |
| Gross Motor Price | 6,450 | | | | |
| <14% Value Discount> | 903 | <9% Value Discount> | 550 | | |
| <3% Value Discount> | 166 | | | | |
| Net Motor Price | 5,381 | Net Motor Price | 5,561 | Net Motor Price | 5,490 |
| | | | | | |
| Total Package Price | 19,606 | Total Package Price | 20,125 | Total Package Price | *17,815 |



Starcraft 236 Stardeck Console vs. South Bay 522RS, S22RS



- The 236 Stardeck console (left) features a full fiberglass console with sink and built in footrest. It has tilt Stella Felleto wheel, tach, speed, volt and fuel gauges. Cooler storage under the console that has a floor to help keep things dry.
- The 522RS (center) is redesigned this year. It has a Murphy digital gauge system that shows trim, hour, fuel, tach and volt. A speed indicator can be added as part of an upgrade package for \$695.
- The S22RS console (right) is out of the 500 series from last year. It has tach/hour, trim, volt and fuel analog gauges and no tilt wheel.



Inside the South Bay 522 and S22 Consoles



- Console door is flimsy with a magnetic latch and a drawer pull opener.
- Fiberglass cut out is very rough and edges are unfinished.
- Interior has an unfinished look.
- No floor in the console storage area. Carpet will wick water.
- Wiring looks like a rats nest.



236 Stardeck Loungers vs. South Bay 522RS/S22RS



- The 236 Limited Starlounge (above) has sculpted upholstery in its rear lounges.
- It also has recessed cup holders and speakers in the furniture backs.
- The 522RS (upper right) has plain looking with a choice of 3 base colors and color accents in the furniture.
- The S22RS (right) has the 400 series furniture that is styled a bit like the 500 series with less padding. Comes in mocha only with no color accents.



236 Stardeck Lounger Cup Holders vs. South Bay 522RS, S22RS

- The 236 Stardeck Starlounger has 8 cupholders and 4 speakers securely recessed in the furniture backs.
- The South Bay 522RS and S22RS have no cup holders with the furniture standard. The optional movable cup holders cost \$140 for a pair.





Thank You