



TRAILCRAFT
B O A T S ®

WE'RE TALKING TOUGH™

TRAILCRAFT BOATS INTERNATIONAL



THE BRAND - LEADER IN WORLD MARKETPLACE

Trailcraft is the biggest producer of Plate Aluminum Trailer Boats in the world.

Over the last 16 years Trailcraft has built and sold over 6500 boats with dealers throughout the world, including Australia, New Zealand, New Caledonia, Europe and Canada.

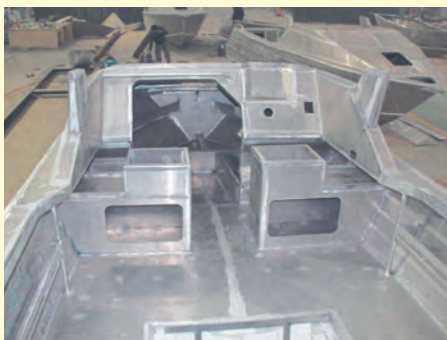
With sales based mostly in Australia we have exhibited at every major Australian boats show for the last 16 years. We are without question a “top of mind” boat brand within the Australian market.

Trailcraft has become a “Trustmark” for quality, safety and durability, it’s also synonymous with value for money and exceptional resale value.

POINT OF DIFFERENCE IN MARKETPLACE

Trailcraft has a massive point of difference from our competitors (both nationally and internationally) being that Trailcraft are a fully welded hull and have a sealed self-draining aluminum floor. The benefit of this is that the boats are virtually unsinkable as the underfloor area of the boat is fully sealed, airtight and watertight.

The overwhelming predominance of international competitors build from a lighter grade of aluminum (pressed) and are mostly stitch welded or riveted together. This does not give the boats a very long life span, compared to that of a Trailcraft.



FULL RANGE OF BOATS

Trailcraft has spent the last 14 years developing a range of 49 different models within our fleet. We have sizes from 4.80m to 8.00 metres, and styles including cabin boats, centre consoles, runabouts, open boats, bow riders and hardtops. All these boats have generic international appeal and suit all markets worldwide.



480 Runabout



500 Bowrider



560 Sportscab

PROVEN HULLS

Over the last 14 years Trailcraft has continued to update and improve on their designs.

Given that Australia has some of the roughest sea conditions in the world, it has been the perfect environment to test the performance of the hulls and designs. With 6500 Trailcraft Boats on the water in Australia, Trailcraft have a reputation of the best “sea boats” available for sale anywhere in the world.



CONSISTENCY OF PRODUCTION

FULL BILL OF MATERIALS, NESTING'S, CAM CAD DESIGN

In any brand, consistency in the product offered is extremely important, given increasing customer expectations.

A very large part of Trailcraft's historical and future business plan has been the accuracy and constant updates of our BOM's.

As part of this, over the last 10 years Trailcraft has allocated significant resources to drawing and recording every aluminum component that is required to build a Trailcraft Boat and loading them into a CAM/CAD system.

We have allocated part numbers to all of these, which then form the basis of the Bill of Material.

Given the advent of CNC computer cutting, the nesting files are then sent to the CNC machine, which cuts out the exact components for each boat.

This ensures we build each boat to the same specification as the next.



TRAILCRAFT CHINA

In early 2011 Trailcraft was purchased by the massive Jiangyin Marine Equipment Manufacture Company, incorporating Jiangyin Ocean Sincere Shipyard Steel Co., Ltd. Based in Jiangyin city, which is approx 3 hours car drive inland from Shanghai.

Jiangyin Marine Equipment Manufacture Co., Ltd was founded in 1993, and is located in Jiangyin Developing Zone south of Yangzi River.

It is an expert consultation member of the Marine and Offshore Technical Committee of Ship Equipment and Desk Technical Committee of the International Organization for Standardization (ISO/TC8/SC4). The company holds four practical patents of the garage gate of helicopter etc. It obtained the 'marine airproof door', 'marine lightweight fireproof board' etc., total five technological product awards. It is appointed manufacturer of marine metal fitment by the Mounting Department of Chinese Navy.

The company's main products are as follows: various standard and non-standard marine doors, hatch, lid, ladder, metal fitment, inner wainscot, ceiling, sanitation unit, marine seat, rescue life boat davit, winch, the platform equipment of the helicopter and other ancillary helicopter equipment.

The company carries out the GB/T19001 2000 quality system and the GJB 9001-2001 standard which has already passed the approval and audit by the secondary party. It was also named on the eligible supplier list of naval weaponry equipment. The multi-marine product obtained the marine product type approval certificate by CCS, LR, ABS, GL, DNV, BV, NK and EC.

The company is comprised of two factories. The original factory occupies 28,000 m². Last year, due to the rapid expansion of business, a new factory was built up along the Long River with area of 66,000 sqm.

There have been a few marine manufacturing companies go to China for manufacturing but most have orchestrated contract agreements. Whereby, they simply contract the building of the products out to the cheapest bidder.

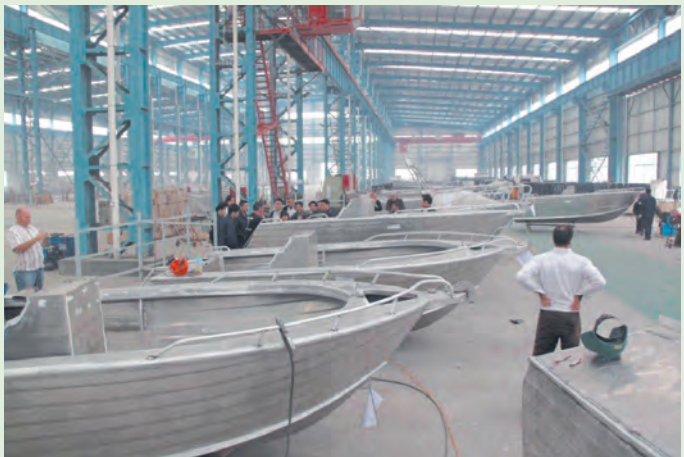
This is totally different with Trailcraft where Jiangyin Marine Equipment Manufacturer own the brand.

They have enormous brand commitment and dealer loyalty.





CHINA PRODUCING TRAILCRAFT



AUSTRALIAN DEALER MANAGER

Brett Martin was the past owner of Trailcraft and is now the international dealer manager. Brett's passion for the product still remains very strong and his experience in both manufacturing, marketing and retail offers him a great insight into this role.

Trailcraft's largest dealer, Saltwater Marine based in Fremantle Western Australia, has and continues to be owned by Brett and remains as one of Perth's leading dealerships for the last 18 years.

This direct retail experience also allows Brett to observe moving competition and pricing, along with a great technical knowledge of engine sizing, prop pitches etc.



TRAILCRAFT FEATURES & BENEFITS

The main competitive edge that Trailcraft has had in the marketplace has been its unique "Features & Benefits". These are listed as follows –

1] Plate Aluminum construction

All Trailcraft boats are made from the highest grade marine "Plate Aluminum". Trailcraft boats from 4.80m to 5.90m use 3mm plate sides and 4mm plate bottom. The larger size boats from 6.25m to 8.00m use 4mm sides and 5mm bottom. Plate aluminum is mainly used in much larger vessels i.e. Shipbuilding, given its strength and rigidity. It is a thicker material, but most importantly has a much greater temper and is a lot denser than traditional rolled or pressed aluminum.

The benefit of this type of material is that you are able to fully weld the material to itself, without having to stitch weld into an extrusion frame. This means, the boat can be completely welded in total and becomes "one piece" and therefore incredibly solid and tough.



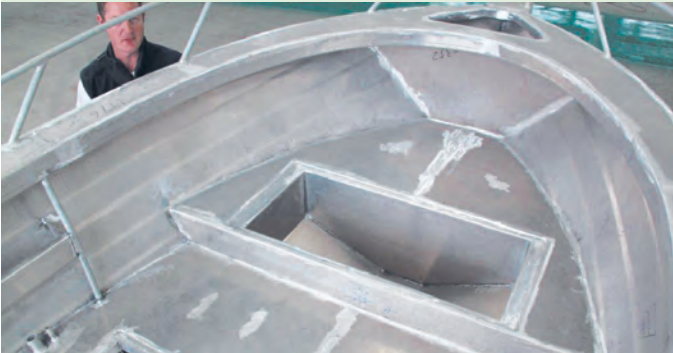
2] Fully Sealed Self Draining Aluminum Deck

Most of the aluminum boats on the market are constructed using the lighter gauge softer material, in which case they have a wooden floor, which is screwed down to a sub frame.

This leaves a gap between the side of the hull and the floor, meaning if any water comes into the boat, it drains into the hull compartment and relies on a bilge pump to pump out of the boat.

All Trailcraft Boats come standard with an aluminum floor that is welded (in its entirety) directly to the side sheets, meaning that it completely seals the underfloor area of the boat, making it completely “air tight” and “water tight”, which makes the boat virtually unsinkable.

As discussed, this is achieved by using the denser Plate Aluminum material.



3] Foam Floatation

As part of Trailcrafts ongoing commitment to safety, we have now included on all models foam floatation as standard. Being fire retardant and water resistant this foam complies with Australian and International requirements.



4] Full Walk through transom Door & Deluxe Dive Ladder

Exclusive to Trailcraft, again because of the Plate Aluminum construction, all Trailcraft come standard with this feature.

Numerous boating journalists are quoted as saying that “this transom setup in the best in the industry and has set the standard for all other manufacturers to follow”.



5] Sure Ride Hull Design

Considerable research and development has gone into the design of the Trailcraft hulls. We have achieved the optimum balance between stability, ride comfort, dryness and overall offshore performance that tough Australian conditions demand.



6] Built in Fuel Tanks

All Trailcraft Boats come standard with built in fuel tanks. The tanks are located underfloor and all have access hatches for easy serviceability. Standard with fuel senders and adequately baffled for additional safety and stability. All Fuel tanks are pressure tested and signed off under a rigorous quality control system.



TRAILCRAFT'S NEW PRICING ADVANTAGE

One of the huge benefits in manufacturing goods in China is the price saving that can be made. The historical objections to “made in China” have virtually disappeared as there is not much left that is not made in china.

From a materials point of view, everything we used to source into our Australian factory came from China anyway.

It mostly comes down to the labour cost verses the costs elsewhere in the world, this is mostly where we save and add value to the brand.

However the significant difference between what we have done is to pass the full savings onto the end consumer.

Based on the Australian made price, the Trailcraft Boats have reduced in price by approx 30%.

ADVERTISING EXAMPLES

NOT \$38,900
NOT \$34,900
Only \$31,900

UNBELIEVABLE VALUE
Trailcraft 5.00m Runabout



Package includes:

- Plate Aluminium construction
- Fully sealed self-draining deck
- 120 litre built in fuel tank
- Mercury 60hp 4 stroke outboard
- Full instrumentation
- Dunbier trailer including brakes
- Bimini canopy

We have 4 ONLY of these ultimate packages available before Christmas

Ring Now! To enquire about our extra special bonus

SALTWATER MARINE
"THE HOME OF TRAILCRAFT"
221 Hampton Rd South Fremantle Ph: 9431 7779 - A/h: 0407 086 224

MERCURY
"1 On The Water"

NOT \$38,900
NOT \$34,900
Only \$31,900

UNBELIEVABLE VALUE
Trailcraft 5.00m Profish Side Console



Package includes:

- Plate Aluminium construction
- Fully sealed self-draining deck
- 120 litre built in fuel tank
- Mercury 60hp 4 stroke outboard
- Full instrumentation
- Dunbier trailer including brakes
- Bimini canopy

We have 2 ONLY of these ultimate packages available before Christmas

Ring Now! To enquire about our extra special bonus

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MERCURY
"1 On The Water"

WHAT DOES THE PRICE INCLUDE

The purchase price from the factory includes the following:

Completed hull price

Ocean freight from shanghai to australia

5 % import duty

10% aust gst

Local port charges & customs brokers fees

Container delivery fees' to major city dealership

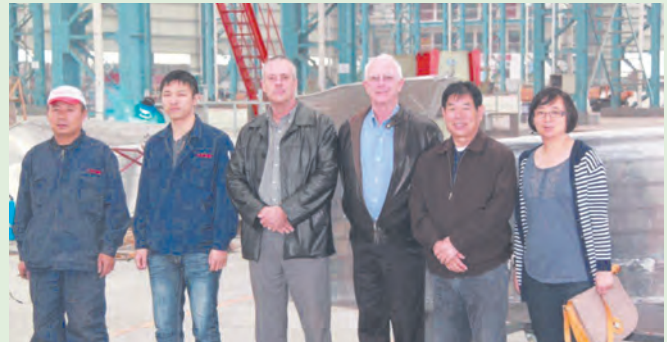
Total price = everything!!!

DEALERS

Without question our most valuable asset to our business is you, our dealers and resellers. We understand that we cannot achieve what we want to achieve without you, our partners.

Our intension is to have a long and loyal relationship with you and welcome you to be part of our family, it's a very important component.

We are committed to offering you large areas of exclusivity where profitability can be assured within your business.



DEALER MARGINS

Given the features and benefits Trailcraft has over its competitors, along with significant pricing advantages, margin retention in a Trailcraft Boat package is both very favourable and very achievable.

As an estimation guide only, most of our dealers work on around 18 – 20%

GE FINANCING

All Trailcraft Boats are supported by an approved GE Distribution agreement.

All Trailcraft Boats are sold with an interest free period of 120 days, from arrival in port. This gives you a full 4 months to sell and turnover stock.

As you would have noted in the heading above, what's included in pricing, we have just added a figure of \$880 to the cost of the boat which covers your local port charges, brokers fees and cartage to premises. Now we have added this, it can be included in the total amount funded by GE, so the dealer is not required to fund from his own cash flow.

MARKETING

We have taken a slightly different tack than most brands for advertising, especially brands (other than marine) that have gone to China. We had the opportunity to build in all sorts of advertising allowances and subsidies, which would have increased the end price.

Being mindful of the 6500 boats we already have on the water around Australia and the relevant critical mass, top of mind brand association, the large areas of exclusivity offered to the dealer network and therefore the viability of margin retention, don't put the price up!!!!!!!!!!!!!!

Let's just offer the support we know they will need – which is as follows;

Website / Internet

Trailcraft has consistently had a very good and usable website. It will continue to be updated and improved



Magazine advertising

We have entered into 2 x 12 months contracts with both “Trailerboat” and “The Boat Mag”. We still think this a necessary part of the picture and from experience relevant to our client demographic, these were the two choices for the Australian market.



Boat show Contributions

Boat shows are our most important form of marketing.
For major city boat shows a contribution of \$1,000 per boat displayed is offered.
Regional shows have a \$500 contribution.



Brochures

Trailcraft provide an industry leading 37 page brochure With all relevant information provided.
It's a great selling tool, that given its quality, equally represents the product it promotes.

TRANSPORT FROM CHINA

All Trailcraft Boats sent from China are containerized. We ship in only 40 foot containers in either standard “boxes” or for the larger boats “open top containers”.

All boats are considerably wrapped in protective plastic and are tied down to specially made steel cradles using top quality ratchet straps.

There are two boats per container in various mixes.



TRAILCRAFT TRAILERS CHINA

Trailcraft Trailers have gained a reputation as the “best available”.

Our initial philosophy was simple, “build a Trailer that was as tough as our boat”.

Using engineered “I Beam” chassis construction and the best ancillary products available, like light truck tyres as standard, galvanized hitches, rims, axles, hubs, heavy duty wobble rollers and winches. This makes it one tough trailer.



WARRANTY

Trailcraft boats have now had there warranty increased from 3 years to 5 years.
This is a structural warranty and does not include paint.

If you would like to be a part of this unique and limited opportunity please feel free to
contact Brett Martin on 089 431 7779 – mob – 0407 919 933
Email: brett@saltwatermarine.com.au

