

Spring Newsletter - May 18, 2010

Here is an update on activities and progress since our last newsletter in March.

Overview:

Boat sales have continued to pick up with the rebounding confidence in the market and economy. Aspen and other builders with thoughtful efficient product are thriving. So much that now, we are starting to deal with some shortages on vendor parts and even some price increases on components and composite materials. For Aspen, we are sold through mid-July, and I'm confident we will book the balance of the year's sales in the next 60 days.

Anacortes Trawler Fest - Thursday, May 20, 2010



GoNorthwest.com photo

The Anacortes Trawler Fest is in Anacortes, WA. This is just a wonderful venue for those interested in getting loads of info on cruising and specifically cruising north to BC and Alaska. The show, put on by **Passage Maker Magazine**, has a large tent with vendors, an in-water show with a wide range of efficient boats and a group of seminars that are exceptional for helping you learn about cruising. A must see for those who didn't grow up with a dad who was on old salt from the beginning of time. There is still time to sign up for seminars, check out

Passage Maker's web site, www.passagemaker.com. We will be at the head dock just next to the ramp down. We will also be bringing Bill Wright's boat "just delivered" so we always have a boat to show when we're out demonstrating. Trawler Fest is an excellent opportunity to test ride an Aspen as well as other manufacturers the same day in the same conditions. Hope to see you there.

June 18, 19, and 20th, We Will Head Up to Sucia Island's Fossil Bay



Fossil Bay is the western most cove and has two docks. If we get there Friday afternoon, we should have dock space for the weekend. Sucia is great for hiking, sunsets, small boat exploring and the fishing nearby is also good. If crabbing's open, the early season is exceptionally good near the cove's entrance. Saturday night will be a potluck with a steak and potatoes theme. I expect 3-7 boats will join in the fun. Cathy and I hope to arrive about 2:00 Friday. We'll be running across from Bellingham. If you are joining in and haven't RSVP'd, please e-mail Nick at nick@aspenpowercatamarans.com.

Princess Louisa - Desolation Sound, July 31th-August 14th



This is a two week trip that covers some of the world's most scenic waterways and deepest fiords. We hope to gather in Anacortes, WA; Saturday evening the 31st and depart for Pirates Cove in the Canadian Gulf Islands Sunday morning. En route, we will clear customs in Bedwell Harbor and provision in Ganges. The first 3 days are active cruising days to get up the coast approximately 230 miles. Monday morning, weather being favorable, we will cross the upper Straits of Georgia - 27 miles of open, very often lumpy water (not Cathy's favorite section) and then into Garden Bay, where the food is excellent.

Next is the trip into the Princess Louisa fiord, this is 45 miles of spectacular scenery with snow covered mountain tops, 8,000 ft. high. At the end, is Princess Louisa Provincial park. This is a narrow, amazing, warm water mini-fiord that goes into the mountains, 3 miles, with Chatterbox Falls at its head with a 300 ft. park dock. Here we stay, two nights to slow down and soak in the surroundings a bit. Next, we are off to Refuge Cove, in Desolation Sound (45 miles north), for refueling and supplies stop; then, we have many options as to where to go in Desolation Sound. There are 10-12 grand anchorages all within 15 miles of Refuge Cove. We'll spend the next week exploring waterfalls and freshwater lakes and snorkeling in 70-80 degree salt water, and basically, being a kid again. Our trip home will follow a similar path with different over night stops. From initial discussions, we have 3 Aspen C90's in, 2 Glacier Bay's in; on a 34 and one a 26. If this sounds like fun, e-mail Nick for a trip itinerary and required equipment list.

Anchored in Princess Louisa



The Dinghy Tour



Press Extravaganz

For a young company, we have had some exceptionally positive stories recently. It helps that our product is new, innovative, efficient, works well and looks good.

Motorboating did a 4 page centerfold spread in its' April 2010 issue. Peter Jansen, the Sr. Editor, met us at the Miami Boat show in February and spent a good deal of time walking through the details and running the boat. Billy Black did a great set of photos, you can see the story on their web site: www.motorboating.com, just enter Aspen in the search area. A great story, very informative and our phone's been ringing constantly.

Sea Magazine also did a very thorough feature, in April 2010, written by Roger McAfee, one of the toughest, most technical testers I've ever worked with. Roger asks a nonstop barrage of questions while you're testing. Then phone and e-mails many, many more. The final story only covers 10% of what he learned, but it's a very condensed 10% with a great deal of info. If you haven't seen it, it's available on their web site at: http://www.seamagazine.com/boattests/DM_article.asp?id=5192.

Nor'Westing, just arriving at stands. Chuck Gould, Nor'Westing's, Sr. Editor, spent a very windy day with us in March in Elliot bay. I suspect, the story will give all a good feel for what an Aspen is capable of when the weather is WINDY and seas very LUMPY. This is the first writer who's been out with us on a REALLY Bad day. Think we may even get the magazine cover.

Brewing Stories

Trailer Boats, Jim Hendricks, also tested that boat while we were in Dana Point. It was a smooth day on the ocean, but I think he was left with a good feel for the boat's performance and characteristics. Story should be out very soon.

Jerry Stansfield, a local writer, for several publications also spent a day with us in Everett, now howling wind like we had with Chuck or Nor'Westing, but still a windy good test.

During Trawler Fest this week, in Anacortes, we have an appointment with **Passage Maker's**, John Wooldridge, the Sr. Editor. Hope the straits are kicking that day.

West Coast Tour Update

As planned, Nick and I have been very busy; starting March 22nd, we hitched up and visited customers in Portland, San Francisco, Dana Point and San Diego through the 26th. The 1,200 mile trip went very well, weather was excellent and the results and response were very positive. We left the boat in San Diego in preparation for the Newport Beach show and our partner Roger Deweese continued to show it to local prospects both before and after Newport's show.

Newport was a good show for both Aspen and I think all the exhibitors, traffic was slow on Thursday, but very strong Friday right through Sunday afternoon; quite possibly the best show I've been to this year. Duncan McIntosh, the show's owner and owner of Sea Magazine, put us right front and center; our location could not have been any more central. He was showcasing what he viewed as one of the most innovative, right-on-target, product he's seen in years. After the show and its' post demo shows, I hopped on a plane to visit Ken Main (Gulf Shores Marine) and a group of buyers/owners in Naples, Florida. Next, after 10 days at home, I popped down to San Diego last week, leaving Wednesday-returning Friday evening to retrieve the west coast demo boat for Trawler Frest this week. Next it goes into **CHARTER** service the 1st of June at **San Juan Charters** in Bellingham, WA - www.sanjuanyachting.com - you can book online or by calling 1.800.670.8089, ask for Rick Sail; he knows the boat well.

As I mentioned, right now we sold through the middle of July and have quite a number of prospects who are hoping to get a boat yet this summer. I hope we can keep everyone happy.

West Coast Tour - In San Diego with Roger and Sandy



Could You Share a Boat

Through the course of these last few months of shows and travels, we have met a number of wonderful couples who are interested in an Aspen C90, but either due time available to use it or finances don't see a way to buy solo. Sharing a boat maybe the answer, while there are lots of details to consider the potential benefits are equally positive. Meeting over coffee to discuss a possible partnership of a new boat could work. There would have to be an agreement on scheduling and expenses, but in reality many of us can't use a boat every weekend anyway. If the partners had similar expectations for how to care for and equip a boat



and were willing to spend some time working out an agreement that laid out the plan for use, care, and eventually the sale of the boat two owners might both be winners with just the boat they want at 1/2 or 1/3rd the cost. Meeting a boat partner in this manner might actually be best as you would be forthright with expectations and needs and not be trampling on a friendship.

If this sounds interesting, please contact us; maybe we can play match-maker.

Aspen Owner's Corner

We recently received this letter from Dan and Debbie Oliver. The Oliver's were the launch customers for the C90, buying based on prints at last year's Trawler Fest. They contributed

many very creative ideas that were incorporated into the design.

Hi Larry,

We wanted to share some of our photo's from the first adventures on "Grace". After receiving the boat in February we have thoroughly enjoyed our time out in every kind of weather and water conditions. From fishing with the dog (haven't found the big one yet) to taking the famiy out for a ride on a nice day to just the 2 of us in Langley for the weekend.

The C-90 is everything you promised and everything we hoped it would be. We have found it to be cozy in the rain, easy to fish from and a comfortable ride in less than perfect wind and wave conditions. We appreciate how prompt you and your team have responded to any repairs, adjustments or new requests we have had as we spend more time on the water.

So THANK YOU LARRY and the entire team at Aspen, we love our C-90 and look forward to continued good times on the water this summer.

Sincerely,

Dan and Debbie Oliver





Wrights Take Delivery

Bill and Donna of Friday Harbor took delivery May 4th. Their purchase and delivery took a long and circuitous route. Bill originally purchased a F90 fishing boat just after Trawler Fest last spring primarily for inter-island commuting in the San Juan Islands. While his boat was under construction week by week, we were in the process of tooling the deck and small parts for the new C90 cruiser. during each visit you could see the

wheels turning and finally the cruiser's style and features won out. Just prior to decking the F90, Bill called very early one morning and said "Larry, we've come to a decision." The F90 was pulled (now available) and a new C90 was slid into the schedule for spring delivery. The Wrights' new C90 sports a full set of electronics for navigation and watching the weather and is the first Aspen with engine based hot water cabin heating and defrosting (works well). The Wrights with family north, south and east of them all accessible by water will be commuting locally. But they also have lots of local cruising adventures planned and will be cruising adventures planned and will be cruising north with the team this summer.

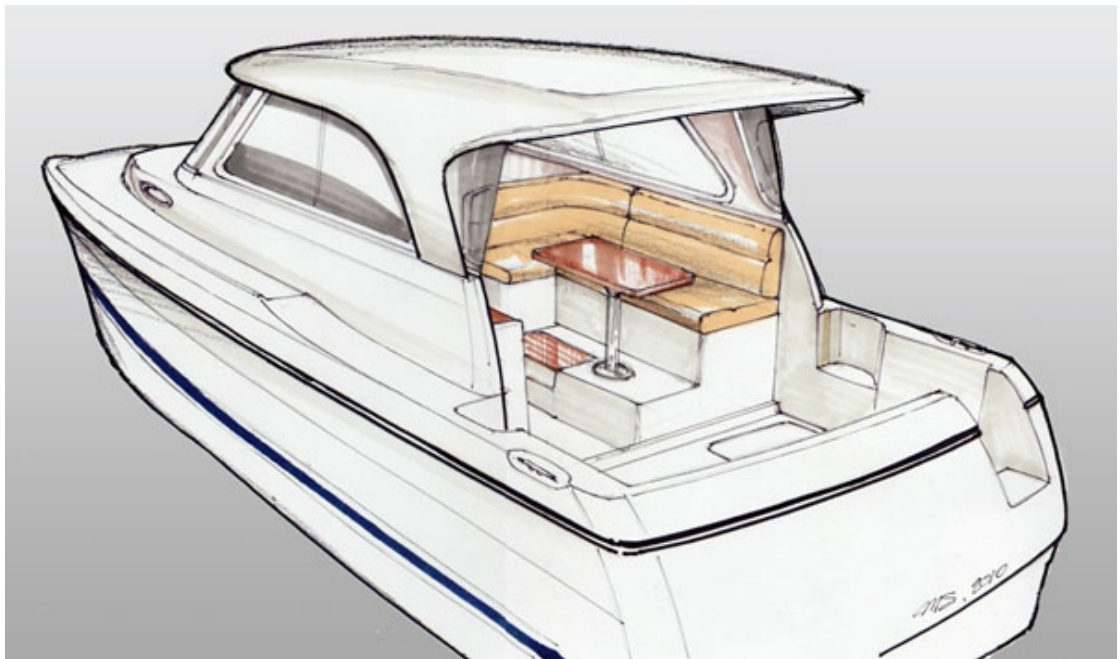


New Options and Equipment Ideas

As sales have progressed each owner has a few details he needs just right. Here are a few recent adjustments that may make sense to you.

- **Aft,** For BIG guys this takes the curtain from the head and snaps it in under the cockpit's aft brow on the starboard side, combined with a hot, cold shower sprayer nozzle and you have a big semi-private shower. The aft deck is fully self bailing. This also frees up the head for a second person. Very handy \$450.
- **Hardtop Extension,** This is for those who want a bit more sun protection and yet don't want stainless tubes in the way while fishing or to look at every day. It's a stylish double tube stainless hardtop extension (28") that tucks into the inside aft edge for bolting and is covered in blue SunBrella. It includes zippers on the inside so a full cockpit enclosure can also be installed. Brow Extension \$1,950, Enclosure \$1,940.
- **Aft Combing Fishing Rail+Rod Holders,** this kit is for the passionate fisherman, it is a 9" high SS rail around the aft cockpit step up. These are for easy pole and net storage. Kit cost \$1,490.
- **Cockpit Depth Sounder,** This Garmin mounts over the optional throttles and gives you a view of the underwater action from the cockpit. Ties to the main sounder screen, 6" display. \$1,290.

- **Cummins Trolling Valve**, Another passionate fishermen's option, unit mounts to the transmission and allows you to slow the prop to between 10 and 250 rpm for very slow trolling-0 mph to 3 mph best for Kings. \$2,110.
- **Air conditioning Upgrade to 18,000 btu**, This is for owners who have peak summer water temperatures over 90 degrees with air temperatures over 100 degrees (summer South Florida) \$400.
- **Electric Galley**, For owners who have generators and want a microwave, includes an Origo Electric 2 burner stove and Panasonic convection microwave so it bakes as well as microwaves. Stove also can run on alcohol canisters as a backup. Exchange for propane components N/C.
- **Extra Wide Bentley Helm Seat**, For the owner who wants more room 2" extra width, \$420.
- **Copilot Arm Rest**, this is an extra pad just outside the chart table rail. \$40.
- **Folding Dinette Table**, This opens up the dinette area. When lowered, it's more like a coffee table/foot rest. Still under development, estimated cost \$275.
- **Extra 12V to 120V Inverter**, Mounts under dinette's outer edge for computer work while at the dinette, \$280.
- Engine based **cabin heat and defrosting**, 4 outlets, 3 speeds, \$2,520 (engine must be on).
- **Aft Bulkhead Deletion**, this option, pictured below, takes the standard bulkhead away and opens up the salon to the aft deck. This feel is very open and spacious, great for warmer climates. With canvas enclosure, \$1,800.



That's all for now, hope your summer is full of great times on the water with family and friends.

All The Best,
Larry Graf