



ASPEN

POWER CATAMARANS



The 10,000 Mile Tour Boat in the Sea of Cortez, MX

2019 WINTER NEWSLETTER

Volume 9, Issue 1

Greetings!



December 4th was a special night to remember for Aspen! We were nominated for Seattle Business Magazine's Family Business Award and won the Gold Award for Innovation.

Pretty neat - we attended the awards gala dinner in Seattle and I had to give a short speech. They said 2 minutes to tell your story, explain your business and share what's special about how this happened. That turns out to be impossible! The first speaker was from Taco Time Northwest (80 stores) and ran about 12 minutes. I'm not much of a public speaker. I can talk your ear off one on one, but when I'm in

front of 300 people it's somewhat nerve racking... I did have a story though and it was fun to share. My speech centered around my wife Cathy who's been so involved from the start; building from her seasick/motion sickness problems and the solution for that, as well as being Mom to our three amazing kids who have grown to be fine young adults, all now involved with the business. If you'd like to see the 8-minute speech/story it is posted on our website. Fair warning though, the sound levels are not perfect, and I get a little blubbery at one point.

For Aspen 2018 had many many high points and one low point with my truck and a boat. Sales of new boats for the year are up 45% over 2017. Brokerage sales were up 52%. Service sales were up 48% as well. Resale values have continued to remain very solid for 2018. Average annual depreciation on the Aspens we sold was 4%, very healthy for our owners in comparison to many other brands. The factory team has grown to 35 this year while our service team has grown to 3. Warranty expenses remain very low.

On the adventure side of things, we hit it out of the park. Knot Wafflen', our 10,000-mile tour boat, completed its trip around the United States. With stops in Alaska, along the West Coast, Mexico – the Sea of Cortez, trucking across Mexico and along the Gulf Coast and then up the East Coast. It was an amazing adventure, full of photo ops and exposure for Aspen. It was also just great FUN! The next adventure was our owner cruise to Olympia the first week of June. We had 16 boats and a grand time – we even toured Devlin Boat Co. The next adventure was Nick and Sara's new arrival, Peyton Bay Graf, July 27th! The final big adventure this year was our annual 2-week owner's cruise late July / early August. This year the group chose the Broughton Island chain at the top of Vancouver Island. We had a wonderful



Knot Wafflen' at Sawyer Glacier, AK



sun-filled time exploring, fishing, hiking and swimming.

It's early to say, but today pre-sales for 2019 are strong with the first half of the year's boats sold at this point. Our plan at the factory is to grow 25% over the next year. We are in the process of expanding our lamination facility which should increase capacity by 25%; we just received approval from the Northwest Clean Air Agency for this expansion. We will be developing a new \$189,000 outboard 32' Center Console Cuddy model that should be popular in warmer climates. Our roll out with the Outboard 28' and 32' cruisers will continue, sales have been strong so far. The C120 continues to sell exceptionally well. We are currently developing an aft enclosure option for the 40' boat and it's very yachtie/ stylish that can transform the aft cockpit into a dry living space.

Looking forward to seeing you at the upcoming shows this year, if you need tickets please call or email Ashley at our office.

All The Best,

Larry G.

10,000 Mile Tour Stats

Mileage: 10,502
Average High Cruise: 17 kts
Trawler Cruise Speed: 8 kts
Max Speed: 27.8 kts
(32 mph, per Garmin, surfing down the CA coast)
Average Fuel Economy: 1.48 mpg
Engine Hours: 1,058

Balmar Accessory Alternator: This was the one component that we had multiple failures on (3) in first 3 months. Before the boat left for Mexico, we swapped out for a Volvo alternator and never had another problem. The Balmar team did warranty the parts and, in the end, found they had a bad batch of diodes.

11ft Walker Bay / Honda tender: What a fun TOY, able to pick up two people and fly down the bay at 22+ Mph. Super reliable and pretty good in heavy seas.

Iridium Satellite Phone: Another handy tool: the built-in antenna we installed didn't work, but standing on the back deck did, with the flip-up antenna and she worked 95% of the time - deep fjords not so well.

SinglePoint Wi-Fi: Amazing, we had cell and Wi-Fi service 20 miles out to sea and in 85% of the crazy places we went.

Equipment Review

Volvo D6 435: Bomb Proof reliable, never skipped a beat. She did slow down one day due to a clogged primary fuel filter, but other than that she started first time every time! Solid, powerful, reliable, LOVE IT!

Garmin Electronics: A joy to use and amazingly helpful. We were constantly in areas for the first time, but the system and BIG displays made that easy and fun! Their support was fantastic, most of the time when we thought we had an issue it was uninformed operator issue. *(We hate to read the manual)*



Knot Wafflen' in the Sea of Cortez, MX

Aspen C100 Takes on Concrete Jersey Barrier

Some of you have heard about this, but July 13th a Friday, at about 9:30pm (just after sunset) I was in route to Ventura, CA with a C100 32 footer behind my GMC Duramax truck just south of Centralia, WA. I was running along at about 70 and passing two slow semis. As I was about halfway past the first semi, I heard and felt a HUGE CRASH and began to spin on the freeway in a cloud of dust. I could see nothing, the truck was bouncing, banging and spinning for what seemed a very long time – likely 30 seconds. And then it stopped except for a slight buzzing sound.



I thought, hmmm, must be from my engine, I switched it off – still buzzing wonder what why? Next it occurred to me it might be good to get out in case a fire started. I pushed on the door, it was bent – jammed a bit but a nice, very tall fellow named Jonathan pulled from the outside as I pushed. As the door opened I was surprised to find my 8,000-pound truck was resting on top of a small sedan – ahaa the source of the buzzing noise. As I exited there were quite a few people looking over the carnage on the blocked freeway. Boat on its side facing north, truck on top of sedan, trailer

flipped upside down, and parts all over the freeway – a full YARD Sale as we say when you really dump it while skiing.

I’m not sure why, but the first thing I did on exiting the truck/sedan stack was high five Jonathan, I was so happy to be alive and unhurt. Jonathan said he watched the whole amazing thing. He said the sedan had been driving erratically for the last 20+ miles, running people off the road and past him (he estimated at over 100 MPH) as the sedan accelerated up on the boat he decided to pass on the median. In this part of the freeway the median is crushed black rock not black top. The sedan lost control and impacted my truck just behind the driver’s door. The impact’s energy began a series of radical 360 spins for the truck, trailer, and boat. At one point I think I saw the boat upside down bounce past the driver’s side window.



After the crash I saw the other driver was OK but smelled of alcohol and was totally chemically wiped out, eyes dilated huge, could hardly talk. I also noticed the concrete barrier (Jersey barrier) had been broken in three places and thrown 10 ft into the opposite lane, apparently by the starboard bow’s Kevlar section. The boat’s bow eye had been so strong it ripped the winch and winch stand off the trailer. My new red truck was not so good; 3 of 4 wheels had been sheared off, and all 4 sides were smashed to some degree.

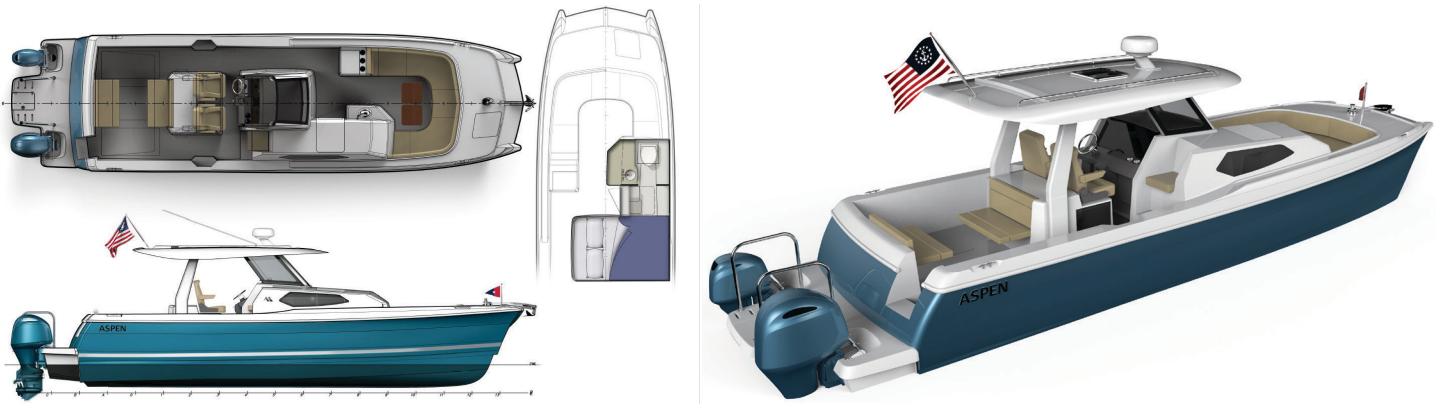
In reviewing in my mind what had happened, I remember checking my rearview mirror before pulling into the left lane to pass. What I saw was 2-3 cars ‘way back, ½ mile plus and another car ‘way back that was running with its headlights off. It was twilight, but really getting dark, and I thought “Dumb”. But I had loads of room, so I pulled out to pass. What I learned from the state patrol officer later was that in 9 out of 10 crashes that involve a driver with no head lights, the driver is on drugs that have dilated their eyes. They don’t realize it’s dark! Turns out lots of drugs dilate your eyes;

methamphetamines, pot, and many others. If I’d known, I may have stayed in the right lane.

A few other things I’ve learned from the accident: 20 percent of Washington’s drivers don’t carry insurance. This 20 percent causes 80 percent of the major accidents. Uninsured motorist coverage works well for your vehicle (State Farm paid 100%, and a bit more, in just days, for the totaled truck). The insurance for the boat has not yet paid. The legal liability rests with the drunk driver who has no insurance or assets and even if he had, in Washington the minimum liability coverage for other than medical can be as low as \$10,000 which won’t cover replacing even an average used car. The boat owner’s insurance covers the boat primarily while in the water not on land, except within 350 miles of home port. Though we were inside this coverage limit, they have been slow to pay so far. Getting the right insurance is key and confirming this in writing is also key. For Aspen we have adjusted our policies and procedures. In general, for Aspen to move your boat on land, you will need your insurance to have coverage for those things that are not Aspen’s fault. In talking with some of our owners and friends in the industry, it seems that coverage problems have become more common than in the past. It is a competitive industry and changing the fine print for the boat owner often gives the insurer an out (cheaper is not necessarily better).

Larry Graf, President

New for 2020



The all new Aspen 32CC (Center Console) provides boaters with the versatility, open seating, and fishability inherent to center consoles but with the seaworthiness and efficiency of a PROA cat. The advanced design incorporates two different sized outboard motors proportional to each hull size, running simultaneously for improved top speeds. A 200HP on the main hull to starboard is paired with a 70HP on the smaller portside PROA hull. Initial testing shows top speeds of over 30mph and modest fuel burn in the 8GPH range at 20mph. The non-symetrical engine design also allows you to troll or cruise at lower speeds with the smaller 70HP engine quietly and efficiently. Plenty of on-deck seating, a step-down cabin with head, and queen berth provide accommodations not found in most Center Consoles of this size.

2020 Models - Reserve Your Production Slot Now

If you’ve been thinking about purchasing an Aspen, the prices noted below have move up 4% this year. We’d prefer to keep our pricing fixed but we’ve seen a 7.7% increase in our costs these last 12 months. Our efficiencies have improved but not to the level we were able to digest the whole increase. We are confident Aspen’s pricing is still very competitive. We have made several items standard in the new pricing. For the C120, the Flybridge is now standard with the base boat price. On the C100 the Amtico flooring and above counter sink for the head are now standard.



40’ C120 Flybridge
\$795,000



32’ C105 Expedition
\$329,000



32’ C100 Escape
\$319,000



32’ Center Console
\$189,000



28’ C90 Cruiser
\$256,000



28’ L90 LX
\$159,000

AOCC 2018 Summer Cruise

This year’s trip was to the Broughton Archipelago up at the top of Vancouver Island. What a GRAND TRIP it was. Two weeks of warm summer – even on the days it was supposed to rain. I had to play catch up to the team as Nick and Sara had a new munchkin coming on board and I wanted to stay for that. But Peyton Bay Graf arrived right on schedule naturally, at 6 pounds 6 ounces. I said my hellos, gave her a hug and headed to the marina Thursday afternoon.



The team had left Poet’s Cove Thursday morning for Campbell River that night, and Lagoon Cove Friday morning. I was several days behind but managed to catch up to the team Friday afternoon. The new outboard prototype scoots right along. Friday night potluck was great with 14 boats and about 30 owners. This year’s trip was organized into an early group and a later cruising group that met up at some locations and not at others. It worked well; many of the resorts and anchorages in the Broughton’s are cozy and a single group of 14-16 boats is too much. We’re likely to do more of this in the future.

Saturday was a layover day to rest and relax. For me that meant I finally could go explore up Knights Inlet to the end. A small team loaded into the new outboard early for a sunrise departure (the fjord is 57 nautical miles long) with shear rock cliffs, waterfalls, grizzly bears, whales and dolphins and we saw them all. At the head of the inlet we also saw a few HUGE horse flies and found that horse flies have a top flying speed of 21 Kts. We also toured past two small bays that in years past had native villages. The water was a mirror for most of the day, just a grand trip.



Sunday morning had us trolling over to new Vancouver, a small native village that we found had tours of the Long House, totem carving yard and canoe construction. This was an impromptu stop that was above expectations. Our young tour guides were descendants of the natives that had originally settled deep in Knights Inlet. They were informative, knowledgeable, and proud of their heritage. The village has about 16 full time residents and 35 in the summer. The totems were in good shape and told an intricate story. That afternoon had us trolling through Beware Passage to Potts Lagoon. We anchored in the outer lagoon and dinghy toured the inner lagoon which is quite long – Daisy, my boating buddy and trip mascot, learned to fetch from the dinghy.

Monday dawned with a misty light fog. We pulled anchor and wound our way carefully back through Beware Passage and out past beautiful Village Islands just as the sun was beaming through the mist - what a treat! Next was a tour through

Waddington Cove marine park and the islets nearby. Then it was on to Kwatsi Bay Resort and the hospitality of Anca and Max. Tuesday was another lay over day that I spent most of it chatting with owners and fixing a little of this and that for the team. Just being in Kwatsi Bay is enough, it is a spectacular cliff-surrounded bowl, a lot like Yosemite. Some of the team crabbed, some fished and some hiked up to the falls on the west side of the bay.

Wednesday we were up early and headed to Laura Cove after a food and fuel stop at Pierre’s Echo Bay Resort. As usual, they were helpful and friendly. When we got to Laura Cove we found the anchorage full and then decided to head for Shawl Bay, about 3 miles north. On getting there considering the winds forecasted felt it would be too exposed for a good night’s rest. Our 3rd option was north a bit more and around the corner into a small bight tucked behind Thief

Island on the north west corner of Moore Bay. Ahaa, the team dubbed it Aspen Cove (Bernadette even went swimming in the 62-degree water), we anchored, and stern tied and dropped the dinghies for a tour of the bay and small park. Daisy learns to make running jumps off the park’s high dock for her ball, she never tires, we must hide the ball to head back.

The next days are spent lazily exploring the upper end of the Broughtons with another OB Launch tour up Kingcome Inlet and an amazing dinner at Sullivan Bay.

The last few days of the trip we travel down to Desolation Sound and Pendrell Sound, we find a stern tie at the very head of the bay and settle in for two days of swimming in 79-degree waters and hiking a new 2-mile trail up to a majestic overlook. Just an amazing summer stay!



2019 Upcoming Events	
Jan. 25 - Feb. 2	Seattle Boat Show
May 16 - 19	Anacortes Boat & Yacht Show
June 1 - 2	AOCC Spring Cruise
June 19 - 30	Adventure Trip (Top Secret)
July 26 - Aug. 11	AOCC Summer Cruise
Sept. 11 - 15	Boats Afloat Show
Oct. 3 - 6	Annapolis Power Boat Show
Oct. 30 - Nov. 3	Fort Lauderdale Intl. Boat Show

Come Visit!

We’d like to extend an open invitation to all those we’ve met over the last few months at boat shows to come tour our factory in Washington State! Come see first hand the construction process and the quality of build. Aspens are built 100% in the USA, so when you buy from Aspen you support your local economy. Make a trip of it and come visit us! We’d love to show you around, take you for a demo, and create a custom quote for your own Aspen.





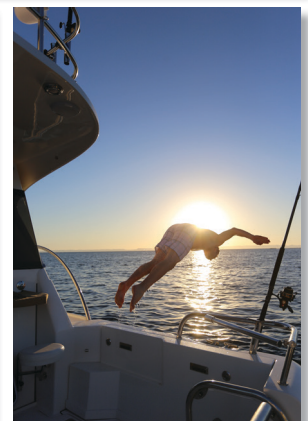
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First C100 Outboard Launches: Christmas came early for us! On December 23, our new C100 OB had its first test run. She rests perfectly on her waterlines and *Ohoo* she runs so sweet - so smooth and quiet! Tested with half fuel and water, 680 pounds of people/gear, she topped out at 29 Mph-25Kts in 1-2 ft chop with 15-20Kts winds. Fuel burn was 13.5 Gph at 23 Mph. We still have some prop tuning to do, and hope to gain a little more. (See the photos and running video on our website)



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