



www.aspenpowercatamarans.com



PMM: Tell us about your history building power catamarans.

ASPEN: Our founder, Larry Graf, is passionate about three things: his family, marine design and his time on the water. Over the last 28 years, he's managed to combine these passions into a prosperous business through creative design and quality boat manufacturing. He began with Glacier Bay Catamarans, which was a part-time business alongside his house in 1987, and grew into the largest power catamaran builder in the world. In 2008 he created Aspen Power catamarans using a revolutionary Power Proa cat design. Graf's designs are built the way an engineer would dream of them—stylish and efficient without compromise in quality or comfort.

PMM: To what do you attribute the growth and acceptance of power cats?

ASPEN: It's easier to describe why cats have not grown faster. The first issue is expectations and dreams. When you were a kid and went to the boat show or harbor and looked at all the amazing boats and yachts, they were monohulls. When you watch movies and read boating magazines dreaming big dreams, most boats you see are monohulls. For many people this sets the expectation that when they finally can take action and grab that dream, it will be a monohull. The catamaran looks different and often people don't know anyone who has experience with one. To be safe, they jump into the wide, deep monohull stream. Early cat buyers were different. They were explorers; they tested, studied and read. They made up their own minds based on research, personal experience and testing. Catamaran converts are making such a positive splash, a lot of boaters are taking notice. Delighted cat owners are the key to our growth.

PMM: What design characteristics set you apart?

ASPEN: Aspen started as a blank page in 2008 with a goal of creating an efficient cruiser with the comforts of a trawler or tug, but with speed as well. We had to keep the stability and rough water performance that cats are known for, but also wanted the fuel burn rate of an 8-knot trawler while actually making 18–20 knots. The patented solution is Aspen's single-engine Power Proa hull design. The design

has two displacement hulls, both with high length-to-beam ratios that slip through the water making almost no wake. One hull carries the engine and has a beam 35 percent larger to accommodate the weight. To compensate for the off-center thrust, the bows of each hull are shaped with just a touch of curve. The net effect tracks exceptionally well and uses 60–70 percent less fuel than other boats at the same speed, all while combining amazing visibility, a king-size stateroom and high build quality.

PMM: What are the unique strengths of your designs?

ASPEN: Aspens have a number of unique strengths. Based on reviews, the most often noted is how the hulls move through the water effortlessly, tracking straight and slicing heavy seas smoothly. Another positively reviewed feature is visibility from every seat. Finally, our efficiency at cruising speed always impresses boating writers; the numbers are almost unbelievable until they come aboard and experience it for themselves.

PMM: What are the biggest obstacles buyers face?

ASPEN: The first obstacle for our buyers is cost. Cats have 40 percent more surface area to build than the same length monohull. Combined with our quality component choices and careful build process, this keeps the new boat price on the high side of normal expectations. The next obstacle is the pricing on our pre-owned boats—it stays fairly high. Our owners typically only sell as they move up to a larger Aspen. There are few pre-owned Aspen cats available and really no comparable technology from other companies, so their value stays solid. The final obstacle is in the available models. As a growing company, the cost to tool up each size in two-foot increments is high, so the steps from each model size are often \$100,000 or more.

We are just finishing the tooling for a new 28-footer that's available in a simple cuddy cabin model (Kona) or as a center console. These new models will help reduce the entry cost to buy an Aspen.

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