



THE BEST BRANDS.
THE BEST BOATS.



SMOKER CRAFT, INC.



THEBESTBOATBRANDS.COM



YOUR PARTNER IN PROFITABILITY

STARCRAFT
MARINE

BYLVAN

SMOKER
CRAFT

SwiChaser

STARWELD
BY STARCRAFT

**NORTH
AMERICAN
ANGLER**



Discover what dealers across North America know firsthand: Smoker Craft, Inc. offers our partners the largest variety of boat models and floorplans at every price point. Our family-owned-and-operated company has a long heritage of marine experience and outstanding dealer support. Most importantly, we back our boats with the best warranties you'll find anywhere—giving your customers peace of mind and building trust and satisfaction in your dealership. If you're ready to take your business to the next level, talk to us today. We look forward to welcoming you to our family.

Our relationships with the top engine manufacturers allow you to offer your customers the brands they trust.

EVINRUDE

**HONDA
MARINE**

 **MERCURY**

 **SUZUKI
MARINE**

 **YAMAHA**

NMMA
CERTIFIED
BY ABYC



1) from left to right: the late Barney Smoker, Phil Smoker, Doug Smoker, Tim Smoker

2) from left to right: Cinda McKinney, Susan Graff, Sara Barrett, Peter Barrett

3) from left to right: Arthur Schrock, Harold Schrock, the late founders of Starcraft Marine



HERITAGE BUILT ON INTEGRITY

Starcraft 1903 • Smoker Craft 1921 • Sylvan 1948

As one of the last surviving family-owned-and-operated boating companies, we hold tightly to the same values we were built on five generations ago—integrity, leadership and loyalty. They are deep-rooted into who we are and extend throughout our 700 team members that deliver high-quality marine products, outstanding customer service and unsurpassed value. In wake of an ever-changing industry landscape, we continue to put our heritage on the line with new lineups that are responsive to both our dealer network and today's boat buyer. It's about our commitment to you being able to depend on all Smoker Craft brands for the quality, performance and service you're looking for. It's about providing the best value on the water—from our family to yours.



INNOVATION





Since 1903, Smoker Craft has set the pace of innovation for the rest of the industry to follow. Our bold, forward-thinking approach has brought the admiration of our peers, including Pontoon & Deckboat magazine's Pontoon Performance Innovation Award, plus NMMA awards for customer satisfaction in the fiberglass sport, aluminum fishing and pontoon segments, as well as an NMMA innovation award for the Sylvan DLZ Bar and an NMMA environmental award. And we're just getting started.

New for 2020, Smoker Craft and Starcraft Fishing are pushing the boundaries again with an all-new hull design, the Vertex Performance Strake, which promises to redefine best-in-class performance. Not to be outdone, Starcraft Marine's new fiberglass deckboat series, the affordably fun SVX, delivers maximum on-the-water excitement with minimum horsepower. Finally, Starcraft and Sunchaser are prepared to launch their own affordable pontoon series, the Starcraft LX and Sunchaser Vista.

DEALER BENEFITS

As a boat company with a firm commitment to being a partner in the success of our dealer network, serving you and your customers is our top priority. We have a long heritage of outstanding dealer support, with a commitment to great communication. Most importantly, we back our boats with the best warranties you'll find anywhere—giving your customers peace of mind and building trust and satisfaction in your dealership.

DEALER BENEFITS INCLUDE:

- **Family Owned and Operated**
Owned and operated by the Schrock and Smoker families since 1903.
- **Lifetime +6 Warranty**
Our industry-leading warranty includes all parts and labor.
- **One-stop Shopping**
Our company manufactures pontoons, aluminum fishing and recreational fiberglass boats.
- **Power of Choice**
We partner with all five major engine brands.
- **Transportation**
We have access to our own fleet of trucks for easy delivery.







TRANSPORTATION

Our industry-leading, in-house transportation department will ensure safe and expedited boat delivery anywhere in North America. Our large fleet of trucks and highly professional drivers provide you with unparalleled service—getting your boat to you quickly, safely and efficiently. It's all part of our promise to serve you to the best of our ability.

- Modern Fleet of 24 Trucks
- Fleet of 76 Custom-built Trailers
- Smoker Craft, Inc.-employed Drivers
- Delivery within 24-48 Hours of Dispatch
- Delivery Throughout North America
- Pre-screened Outside Carriers are Utilized to Meet Seasonal Spikes in Demand



GIVING BACK

More than a century of success does not come easily. It's the product of an outstanding workforce of over 600 employees, many of whom come from the community around us. Without their support, we would not be who we are today. That's why we're honored to return this support by giving back to countless local and regional charities. With that spirit, we're also busy advocating for the boating community and the marine industry through opportunities made possible by BoatPAC, including testifying and lobbying on Capitol Hill. This year, Smoker Craft Inc. was honored to receive the inaugural Advocate of the Year award, presented by NMMA and BoatPAC. We're privileged to give back to the communities and industry that have given so much to us.



SMOKER CRAFT, INC.
**ADVOCATE
OF THE YEAR**
2019 (AND FIRST EVER)
AWARD WINNER







STARCRAFTMARINE.COM





PONTOON BOATS



From the matchless luxury of the SX Series to the all-new, affordably fun LX Series, we have the right pontoon to help your customers get the most out of every minute on the water.



- **NEW FOR 2020** The Starcraft LX—Starcraft's Most Affordable Pontoon Boat
- Luxury, Performance, Fishing and Value Pontoon Boats
- 92-model Lineup
- 18'–25' Lengths
- HMX High Performance Strake Technology
- Unique Swing Back Layouts





STARCRAFTMARINE.COM



STARCRAFT
MARINE

FISHING BOATS



Starcraft leads the way with fishing boats as tough as the die-hard anglers who rely on them. Catch the spirit of the open water with innovative hulls, like the all-new Vertex Performance Strake hull, and great features, including wide beams, huge livewells and automotive-style consoles.



- **NEW FOR 2020** The Vertex Performance Strake Hull—Featured on the Delta Series
- Big Water Fishing Boats
- 21-model Lineup
- Riveted Aluminum Models with Power-Trac Hull®
- Pro Fishing Series
- Torsion Beam Construction
- Full Lineup of Utility, Fishing and Jon Boats





FIBERGLASS BOATS



Starcraft is celebrating sixty years of boat building excellence by launching the all-new SVX series—adding affordability to the luxury and performance that make Starcraft the best fiberglass boats on the water. Our four exclusive hull contours provide the superior handling, fast planing and smoother ride your customers need for cruising, skiing, wake surfing, wake boarding or simply dropping anchor and enjoying the day.

- **NEW FOR 2020** The SVX series—Our Most Affordable Deckboat
- Luxury and Performance Crossovers, Deckboats and Runabouts
- 33-model Lineup
- Four Performance Hull Designs
- Surfable Deckboats





STARCRAFTMARINE.COM





PONTOON BOATS



Whether you're a fan of triple-tube power and versatility or twin-tube performance and value, Sylvan lets you choose the boat built specifically for the way you spend your day on the water. The SPX triple-tube PR25 Performance Package allows better lift, less surface drag, increased speed, faster planing and tighter turning radius, while the dynamic two-tube RPT tubes allow the pontoon to lift and plane across the water like a sport boat.

- Luxury, Performance, Fishing and Value Pontoon Boats
- 84-model Lineup
- RPT and SPX Tubes
- 18'-25' Lengths
- Unique Swing Back Layouts



FOR THE NEW
SYLVAN DLZ BAR



SYLVANMARINE.COM



SMOKER CRAFT

FISHING BOATS



VPS

Smoker Craft's acclaimed Hydra-Lift reverse chine hull is known for keeping the bow down during acceleration and providing sportscar handling. Now, the all-new Vertex Performance Strake hull ensures quicker planing, enhanced handling and maneuverability and faster holeshot. From pro-style fishing to rugged utilities, Smoker Craft boats feature the most impressive amenities, including the exclusive Yarblov Ventilation System and Integrated Rod Track System. Huge livewells, automotive-style consoles and spacious floorplans deliver a great boating experience for all types of anglers.

- **NEW FOR 2020** The Vertex Performance Strake Hull—Featured on the Adventurer Series
- 24-model Lineup
- Advanced Integrated Rib System (AIRS)
- Hydra-Lift Hull
- Yarblov Ventilation System
- Integrated Rod Track System (IGTS)
- Full Lineup of Utility, Fishing and Jon Boats



YARBLOV
VENTILATION SYSTEM





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SUNCHASERBOATS.COM



SunChaser PONTON BOATS



Comfort doesn't have to cost a lot. When you lay your eyes on SunChaser pontoons, you'll rethink what pontoon value means. And, like every SunChaser pontoon, the all-new Vista Series packs all the quality components, fresh styling and build quality that consumers demand into a value-priced package. Look deeper and you'll find every SunChaser is built with meticulous detail and is backed by the impressive warranty of the legendary Smoker Craft, Inc.

- **NEW FOR 2020** The Vista Series—SunChaser's Most Affordable Pontoon Boat
- Affordable Luxury Cruising, Fishing and Performance Pontoon Boats
- 44-model Lineup
- Stylish Interiors and Exteriors
- 16'–25' Lengths



STARWELD FISHING BOATS

BY STARCRAFT



The Starweld lineup ranges from 20-foot pro-style V-hulls to rugged, durable tillers. We've loaded these great boats with outstanding features and an unbeatable warranty—and they all share Starcraft's legendary quality and all-welded construction.

- All-welded Aluminum Fishing Boats
- 15-model Lineup
- Layouts for Hardcore Fishing and Family Fun





STARCRAFTSTARWELD.COM





SMOKER
CRAFT

MERCURY

AMERICANGLERBOATS.COM





FISHING BOATS



Meet the boats designed for serious outdoor adventures in all kinds of weather and water conditions—North American Angler by Smoker Craft. These rugged, reliable models provide the beam, depth and big-time features for a better fishing or hunting experience.

- Rugged Heavy Gauge Aluminum “West Coast-style” Boats
- 16-model Lineup
- All-welded Construction
- Fishing Layouts for all Seasons and Species





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