

# Aggressive Marine Times

We Make Boating Simple

January-March 2010

Boating Season is Here !! Order Early

Volume10, Issue 1

SEE THE NEW SOUTH BAY 522SL. This is a brand new model for South Bay, in a sun lounge style. The boat has 25" pontoons, and 16" on center cross members for total boat stability. Both pontoons have a full length keel for protection and turning along with 52" nose cones for improved water penetration. The boat comes standard with a Jensen AM/FM MP3, iPod ready stereo and full instrumentation. All the cleats are stainless steel, the boat has a full mooring cover and an 8' bimini top with adjustable bow arms. The boat with a 40hp Mercury Four Stroke Big Foot motor and full coast guard package starts at under \$20,000. See its sister ship the 724 SL pictured here too!!



South Bay 522SL

South Bay is one of your best value boats on the market today. Stop in and see our wide selection



Your staff, Craig, Carole, Curly, Rock, Joe-ready to serve you

## Boat Show Buying Tips

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## Important Notice to Pontoon Owners-fuel tips

Over the past few years we have been getting more than a few pontoon motors coming in for poor performance and hesitation. We have discovered a partial cause that you need to be aware of and correct. Most new pontoons have large fuel tanks. It seems

that most of our customers have been continually topping off their tanks with 5 or 10 gallons of fuel. DO NOT DO THIS. Run your tank down to a quarter of a tank or less, then refill. What is happening is that the remaining gas is going bad from age and contami-

nating the fuel system. We have seen this on numerous motors this past year. The analogy is if you have a half of glass of sour milk and fill it up with good milk, would you drink it? Of course not! Same for your motor. Call for details and prevention.

Special points of interest:

- **Novi Boat Show**  
March 11-14  
FREE tickets available at our showroom
- **Boaters Safety Class**  
March 27, 8:30-3:00-call now  
April 24, 8:30-3:00
- **Oakland County Boat Club-IN-water boat show** May 1 & 2
- **Tupperware Party** TBD,
- **Spring Fishing Sale, TBD**

## Presidents Corner

Times are a changing, order early

In past years customers had a wide variety of choices when buying a boat, starting in January and running through July. Dealers had loads of stock boats for customers to choose from. Those days are over. Dealers can no longer afford to finance large inventory stocks, nor can the manufacturers. Further complicating the problem, many parts now come from China with a lead time of 90-120 days. So what does this mean for the customer. It means buy your boat early if you want to have one on time for the summer. The days of walking into a dealer the week before Memorial Day and purchasing a boat for delivery that week are long gone. Order now to be sure you will have the entire summer to enjoy your boat. Wait until May and chances are, you will not see your ordered boat until well after Memorial Day. Many manufacturers are no longer back stocking inventory. Dealers certainly cannot afford to keep a deep inventory. As boats get purchased, build to delivery times get longer and choices get fewer. Buy early to be sure your boat is delivered on time.

## Brokerage Specials



2009 Bennington 2274RLI, with a 1115hp Yamaha motor. This boat is LOADED with options and is a great buy at \$26,900. Similar new boat is selling for over \$35,000. Ski tow bar, in-floor storage, tilt wheel, deluxe interior



2007 8522 South Bay 22' like new, with 90HP Evinrude E-Tech, changing room, tilt wheel, SS corner caps, deluxe interior, boat is in great condition

NOW only \$18,900

Low hours



1998 Fisher 24 pontoon, 40hp Mercury, boat is in good shape showing some minor seat cracking Mechanically sound, changing room, boarding ladder

Now Priced at \$5,995

## Featured Boat of the Month- South Bay 724 SL

Our featured boat of the month is a South Bay 724SL Pontoon. This boat comes in a standard 2 tube or Tri-toon model. The boat is 8.5' wide with 25" pontoons and 16" on center cross members for total boat stability. The rear facing lounge seats make this a unique boat for entertaining and family outings. Seating is for 13 and comes standard with a table, cover and bimini top. This boat starts at under \$30,000, with a 40hp 4 stroke Mercury motor and with a healthy amount of standard features. Stop in and see this boat today!! It is a beaut!!!

Dare to Compare the Quality Found Here! See Pontoon Boat Magazine February



# Dock Specials Offered by Aggressive Marine for MARCH

## Dock Sale this month's Specials-LOWEST PRICES ANYWHERE-



**NEW- *Vinyl/aluminum* dock** at spectacular prices

4X10" dock section-NOW \$600-SAVE \$106 per section, closed channel, finished edge, aluminum side rails and 2 center stringers for added support. You cannot beat this price!! Best price on dock anywhere

Wood/aluminum dock starting at \$187 per section!!

**We will not be undersold!!**

**We offer installation services**

Dock Hardware-TRY to beat these prices.

4' dock poles	\$12.70	Augers	\$10.00
5'	\$15.10	under dock supports	starting at \$75.00 for 3'
6'	\$17.50	WE ARE A DEALER FOR	INSTA DOCK, STAR DOCK
7'	\$19.85	LAKESHORE, AND SHORELINE.	WE CARRY A FULL LINE
8'	\$22.25	OF BOAT HOISTS, PWC HOISTS	AND FLOATING DOCK

**WE OFFER DOCK AND HOIST INSTALLATION SERVICES AT THE BEST PRICES!!**

**Benches, dock boxes, patio tables, flags, solar lights, toys, tubes, and more!!!**

Stop in and see our specialists for dock, hoists, boats or service, we make boating simple!!!

## Buying Tips for the Boat Shows

Here are a few good tips from a dealer standpoint when purchasing a boat-

- Money should not be the only consideration but it must be among them. Get the best value you can afford but value is not just a function of price.
- Dealer-be sure your dealer is local. In case you need service, a local dealer is close by and can provide better service
- Beware of some "road services". Typically, these are entry level mechanics with poor track records. Many times they cause more damage than repair.

Local dealers, with service departments in close proximity are better.

- How big a boat? What is the average number of friends or family that will be on the boat regularly and over the next 3-5 years. ?Don't buy to the high or low number but the average number of guests.
- How big of motor? Ask yourself how you plan to use the boat, NOT now but over the next 3-5 years. Kids getting older, want to ski or tube? On a pontoon you will need larger than a 60hp to ski or tube. If you go 90hp or larger, ask about bottom skinning. This should be required for 90hp and over to provide the best speed and ride. Bottom skinning adds a smooth running surface on the bottom of the

pontoon.

- Features-make a list, compare apples to apples, get away from the show hype!! Don't be fooled by hype-compare!!
- How are the toons attached? What kind of deck is used, what are the guarantees, how does this compare to brand X? Ask questions!!
- Best construction, best features for the best price. Don't be fooled by low price-YOU GET WHAT YOU PAY FOR!!
- For a complete pontoon walk thru stop in and see us-we will give you the right questions to ask when buying a new pontoon!!!

January-March 2010

**We carry a full line of boating supplies including cleaners, waxes, parts, accessories.**

Phone: 248-360-7225  
Fax: 248-360-4121

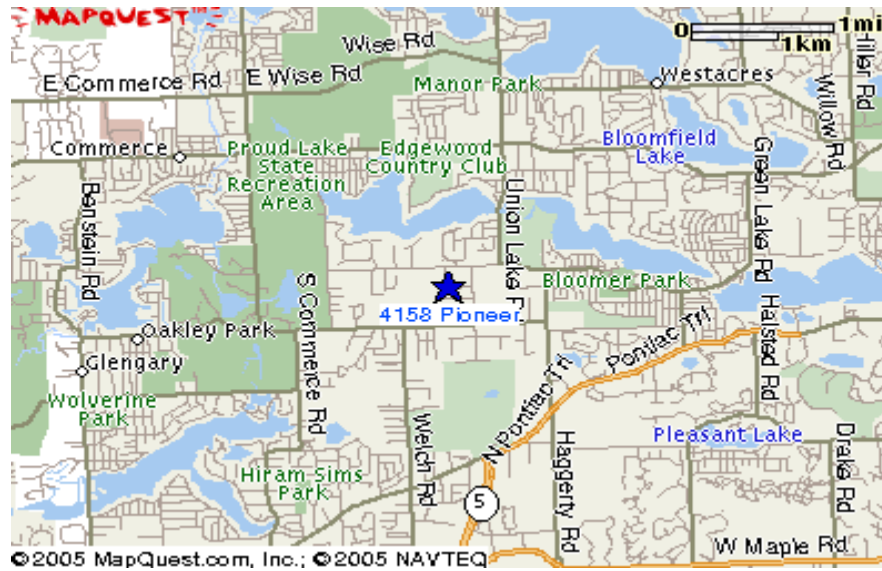
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We are on the  
Web!  
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Com

## Calendar of Events

- March 11-14      Novi Boat Show-Rock Financial Showplace  
We have a limited number of free tickets available at our showroom.
- March 27      Boaters Safety Class-Aggressive Marine
- April 24      Boaters Safety Class-Aggressive Marine
- May 1-2      Oakland County Boat Club-In-Water Boat Show

Visit our web site for valuable discount coupons!



## Aggressive Marine

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