



"There's a hole in the process of helping people transition into trawlers from smaller power and sailboats, and we feel that CruisePro fills this void. We've been hearing about the need for such a program for years, so why not be the first boatbuilder to incorporate that kind of service into boat-buying?"

—Ken Fickett

President, Mirage Manufacturing

CONCEPT

A 21st Century trawler is a complicated piece of machinery despite a constant effort at Mirage Manufacturing to keep systems as simple as possible. The technology gap between a boater's old vessel and a new Great Harbour trawler will seem particularly great if that old boat happened to carry a mast and sails. Consequently even experienced mariners may have a learning curve when buying a modern trawler yacht. Now, take someone who is not an old salt, who has not owned a boat for decades, and imagine how stressful purchasing that new trawler can be. The CruisePro program aims to smooth that process. And it aims to assess each individual buyer's experience and skills and fill in the gaps, and this includes training for that essential, but often neglected factor in the purchase of a new vessel—the wives.



RESULTS

At the end of months of construction and years of planning it is finally the big day! You are going to take delivery of your new trawler. You're not worried or nervous. You step confidently aboard with months of training and study already under your belt. You're a CruisePro graduate and ready to take on the adventures ahead. It started with the purchase of your Great Harbour when you joined a team of professionals that for nearly four decades have worked to bring the thrill of boating to people around the world. Your CruisePro curriculum was tailored to your specific boat.

Every couple of weeks you had received additions to your nautical library that were specially selected not only to instruct but to serve as reference books for years of cruising enjoyment. Equipment manuals for specific gear on board also had been sent to you in advance to familiarize you with operation and maintenance. You've run the demo CD discs that helped you learn to use your navigational system and plot those dream trips. You've got the skills to navigate a course to Paradise!

You've even had your hands greasy, troubleshooting, performing oil and filter changes and bleeding diesel injectors at Yanmar's top school for boat owners. All of this designed for you and your boat, administered at your pace, and included as part of our CruisePro package.

Special on-the-water training in our boat means that you can handle the tasks ahead. You can dock and anchor. Boat-handling, line-handling, and emergency procedures have all been covered. A special two-night "cruise-out" for women with a woman captain has given the softer sex a separate perspective for dealing with the process of moving aboard and boat handling. There will still be a lifetime of learning ahead but you have the confidence to venture out and seek new harbors, new friends and a new life thanks to CruisePro.

Sit back, enjoy the ride, a new day is rising, and you're ready.

MIRAGE MANUFACTURING ■ GAINESVILLE, FLORIDA ■ TEL. 352-377-4146

www.mirage-mfg.com