



WELCOME!

2023 AVALON & TAHOE SALES TRAINING



HOW ARE WE DOING?

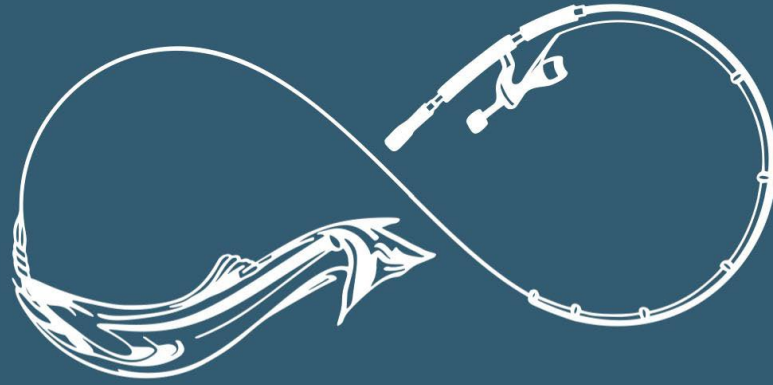
PLEASE SCAN THE QR CODE WITH
YOUR PHONE TO PROVIDE FEEDBACK!





DEALER SCORE CARD

- QR code
- Thumbs up/thumbs down
- Drop-down for different depts – sales, shipping, customer service
- Did we meet your expectations today?
- Did the product arrive as expected?
- Comments Section
- Dealer email address field



GOOD CATCH!

EMPLOYEE INCENTIVE PROGRAM





WHAT IS THE GOAL OF THIS PROGRAM?

- CUSTOMER & DEALER SATISFACTION
- CATCHING THINGS QUICKER WILL SAVE US MONEY, RESULTING IN LARGER BONUSES
- IDENTIFYING ROOT CAUSES
- EXAMPLE – A HORN COSTS \$9
 - CUSTOMER SERVICE WILL NEED TO PLACE ORDER
 - SHIPPING WILL NEED TO SHIP THE PART
 - PACKAGING & SHIPPING CHARGES
 - ACCOUNTING PROCESSES PAPERWORK
 - DEALER LABOR CHARGES
 - COULD EASILY COST 30X THE ORIGINAL AMOUNT



The Avalon & Tahoe Advantage



Why Avalon?
The Company



2019 Michigan Manufacturer of the Year for excellence in Manufacturing

2012-2023 NMMA Customer Satisfaction Award Winner

2012 & 2020 NMMA Innovation Award - Ambassador ('12) & Waketoon ('20)

2020 Boating Industry Top Product (Waketoon)

TOP AWARD AWARDS

2011 Trailer Boats Excellence in Design Award (Ambassador)





EXTREME ADVENTURES

Since 2004 Avalon has been pushing our products to the limit. Extreme Adventures are a testament to the strength and endurance of our products.





EXTREME ADVENTURES BUILT FOR SPEED



Pontoon Speed
Record 79.6 MPH –
Tiki Lee's Shootout
2021



FIRST EVER pontoon boat to pace an offshore
powerboat race – Roar Offshore National
Championship 2019



FIRST EVER pontoon
boat to enter and
COMPLETE Boyne
Thunder Poker Run
2022





	2023 Sales		Growth	2022 Sales	
Total	36,743	↓	-10.50%	41,054	↓
Tracker	5,998	↓	-13.29%	6,917	↑
Bennington	5,179	↓	-7.47%	5,597	↓
Avalon/Tahoe Pontoons	3,204	↑	2.10%	3,138	↓
Barletta Pontoons	2,651	↓	-3.49%	2,747	↑
Godfrey	2,425	↓	-13.02%	2,788	↓
Sylvan	2,349	↓	-17.32%	2,841	↑
Harris	1,877	↓	-6.48%	2,007	↑
Bentley	1,650	↑	12.17%	1,471	↑
Forest River Marine	1,591	↓	-13.63%	1,842	↓
Starcraft	1,438	↓	-8.99%	1,580	↑
Crest	1,139	↓	-29.17%	1,608	↓
Viaggio	791	↓	-18.71%	973	↑
Premier Pontoons	649	↓	-13.47%	750	↓
Sunchaser	595	↑	7.40%	554	↑
Manitou	580	↓	-48.12%	1,118	↓

**We don't want to be the biggest,
we want to be the best**

SSI data for 12m rolling show Avalon & Tahoe as the only brand within the top 5 to have growth in sales. While the pontoon segment is down 10.5% Avalon & Tahoe has a 2.1% growth.

Our goal has always and will always be to produce the *most quality* boats we can, not the *most quantity*.



Why Avalon?

The Production Process



NMMA CERTIFIED



The National Marine Manufacturers Association certification on all Avalon boats lets you know that it was built to meet and often exceed the industry's strictest quality and safety standards.

NMMA certified boats pass rigorous annual inspections from 3rd party inspectors.

According to US Coast Guard statistics, NMMA certified boats have been shown to be safer than non-certified boats.

*PlayCraft – Hampton - Bentley – Ranger are not NMMA certified.



Privately Owned & Vertically Integrated

Avalon is one of the last remaining privately owned boat manufacturers, this allows us greater control over our product and development while still being able to have direct service relationships with our dealers and customers avoiding the “red tape” often associated with large corporate owned manufacturers.

90% of the boat is produced in house meaning Avalon is a true manufacturer, not just assemblers.

Full aluminum fabrication factory – All pontoons, walls & motor pods made in house

Full furniture factory – All furniture frames manufactured, and furniture is cut, sewn & made in house

Powder coat Facility – Now running at full capacity.

Anodizing Facility – No more delays due to vendors supplying to other manufacturers.

Full canvas shop – all bimini tops, mooring covers, playpen covers, seat covers & enclosures made and custom fit in house

Electronic & Waterjet cutting machinery - all plastic and aluminum subassemblies, lids, doors and housings made in house.

Fully owned Trucking division – Avalon owns 47 trucks with custom built shipping trailers and privately employs drivers to deliver our product to our dealers vs. hiring outside contract labor.



LIFETIME LIMITED* TRANSFERABLE STRUCTURAL WARRANTY

For noncommercial use, single engine equipped boats
(10 year limited nontransferable structural warranty for
commercial use, TWIN ENGINE equipped boats)

**LIFETIME WARRANTY INCLUDES: Pontoons, crossbeams, seat
frames, motor mounts, wood decking & rail structure**

10 Year Limited* Transferable bow-to-stern warranty on all other
components of the boat

*See current model year warranty for all limitations and exclusions.





Why Avalon?
Construction



FLO THRU VENTILATED ALUMINUM SEAT FRAMES



Aluminum seat frames allow for **maximum storage capacity and ventilation.** They are light, strong and durable backed by our limited lifetime guarantee.

VS. Competitors who use roto cast molded tubs which are heavy, lead to moisture retention, mold & mildew with limited storage capacity.



Wall spacers provide additional ventilation to the under-seat storage area even when the boat cover is in use.



LAMINATE COLOR MATCHED SEAT CLADDING



Our decorative seat base cladding is low maintenance, durable all with stylish finish available in Bronze, Charcoal & Cognac Woodgrain.



Other manufacturers use materials such as vinyl, carpet or lower quality plastics(?) which are susceptible to rips, stains, tears and scuffs.



ENTIRE COLOR PALLET AVAILABLE ON ALL MODELS (EXCLUDING PROMO SERIES)

Avalon's extensive color pallet allows customers to create a unique look that fits their family's style. By the creative use of colored accent vinyls and additional base 2 option colors, boats can be as unique as their customers.

Available on our entire main product line

6 Primary vinyls available in standard and Ultrafine

11 Colored accent vinyls

13 smooth wall skin colors

11 premium woven vinyl floorings

Koolfab standard on Black, Charcoal, Cognac & Graphite

Many manufacturers limit their premium vinyls, floorings and colored accents based on the model.





SUSPENSION SEATING



Suspension seating provides the most comfortable ride. The “trampoline like” base of the seat allows your body to move with the boat while in motion and not resist against a hard seat base beneath the foam. The most comfortable ride for long distance or rough water rides. Forest River is the only other manufacturer to use suspension seating.



HELM CHAIRS



Avalon's helm chairs are designed to not only provide comfort and style but most importantly ergonomic support. The molded foam used in each helm chair was designed to provide stability where needed vs. the more traditional "RV style" chair that is plush but offers no support, giving the captain a better overall experience after a day on the water. Each chair in the line was designed to incorporate the furniture patterns and styling incorporating the look of the seats all the way to the helm.



SMOOTH EXTERNAL WALL SKINS



Beautifully Styled - One of Avalon's most recognizable features: its Art Deco inspired smooth external wall skins. The beautiful clean look makes Avalon the most recognizable pontoon brand on the water.

Easy to Clean – by not having the rail supports on the outside of the wall, they are easy to wipe clean and residue from a day on the water or spider webs from storage are easy and quick to clean up by not getting caught in the corners of exposed railings.

Stronger – because the frame is mounted behind the panel (like you would see in automotive) when waves or wind hit the wall, they have a structure behind them to support the impact and will not cave in. When the frame is mounted on the exterior this can easily happen.



REFLECTIVE WALL STRIPE



This thin reflective striping appears at the bottom of the wall skin and is placed around the entire perimeter of the boat. This simple yet effective feature provides an additional level of safety ensuring the boat is seen from all angles even in low light conditions.



WALL INTEGRATED DOCKING LIGHTS



Avalon offers flush mounted docking lights for every model. Floor mounted docking lights propose a trip hazard and reduced visibility.





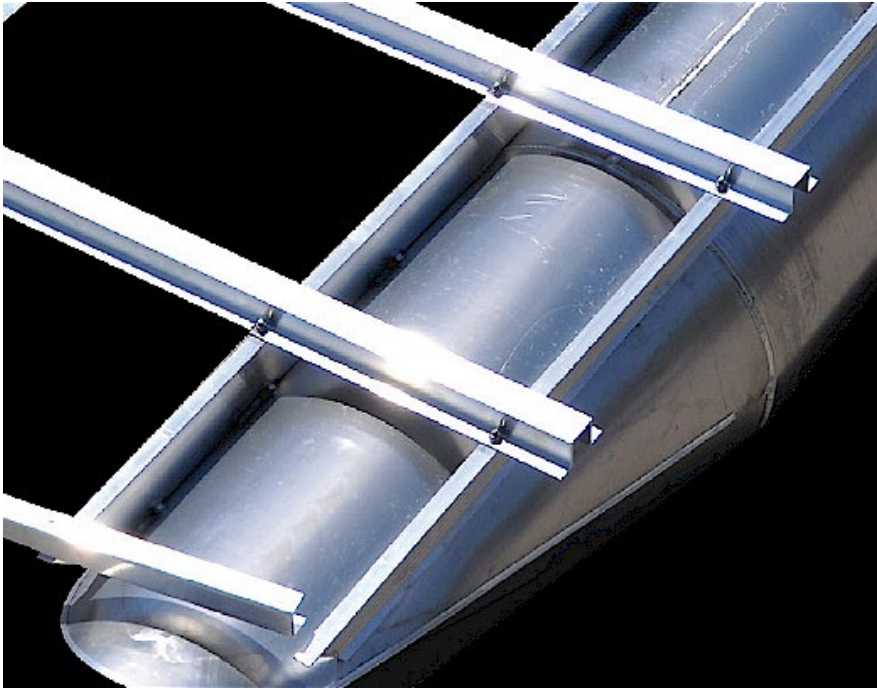
MARINE GRADE PLYWOOD DECKS



Marine grade plywood is the most common decking structure in the pontoon industry (and lifetime backed by Avalon's warranty) for a reason. Wooden decks allow for flexing when the boat is in rougher water, composite material does not flex which may result in a complete snap/break of the material. Additionally, wooden decks allow for easy installation of aftermarket accessories such as tables, ladders, chairs, etc. Composite or aluminum material decks cannot be screwed into resulting in the disassembly of the wave shield to add deck mounted accessories.



HAT CHANNEL AND FULL WIDTH CROSS BEAMS



Hat channel construction is used throughout the entire structure of the from bow to stern. Other manufacturers use Z or U channel construction and some also use 8' wide cross members on 8.5' wide boats whereas Avalon uses 8.5' resulting in a much stronger hull. Hat channels are proven stronger over C and Z channels during independent flex tests. Hat channels are also installed with twice as many bolts vs. C or Z channels.



DOUBLE FULL RISER



Double full risers provide ultimate structural support from the pontoon to the deck surface. These full risers appear not only on the exterior but the interior as well unlike other manufacturers who only apply sections of support. This is structurally stronger and also creates less water resistance on the underside of the boat and prevents water rolling up and over the pontoons which drags the boat down and decreases speed.





HEAVY DUTY CORNER PROTECTION & RUBRAIL BUMPER



Our extra large, heavy duty corner protection provides the most protection to the deck which is a high risk location of impact on the boat. Additionally, the rubrail features a bumper along its edge to soften impact. This independent corner cap is much easier and less costly to replace than pontoons with no corner caps.



Forest River



Bennington



Harris



Barletta

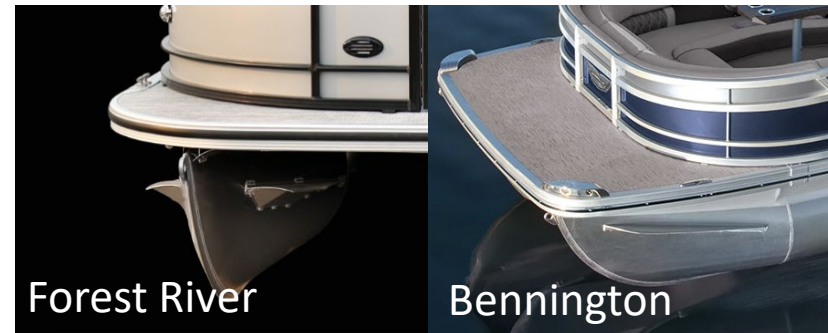


INTEGRATED NOSE CONE SPLASH FIN



Nosecones are the one point of the boat in constant contact with its surrounding elements and most susceptible to impact whether its water, the beach or debris, that's why we made ours the strongest. Our nosecones are virtually unbreakable. The extremely durable one-piece nose cone has a heavy duty double wrapped, double thickness .200 leading edge, the strongest nosecone among our competitors.

Additionally, the nose cones feature a fully integrated splash guard which disperses water when cutting through waves vs. a welded on splash guard which is smaller leading to more spray potential, can be easily damaged and are less durable.





COVERED NOSE CONES



Nosecones do not extend past the front deck. If the front deck does take on impact, the toons remain protected and are not at risk of bending, denting or cracking. This is also a safety feature should a passenger fall off the bow of the boat.





SIDE IMPACT PROTECTOR KEELS



Side Keels are an additional protective layer between the pontoon, and anything that comes into contact with its side such as docks, bumpers and other boats while tying up. Side keels can be stitch welded or solid welded (for saltwater environments) and run the entire length of the pontoon. This also provides another layer of protection against splash. Viaggio is the only other manufacturer to offer something similar.



SELF LOCKING BIMINI TOPS



Self locking bimini tops provide a simple one-person operation. You can deploy or stow the bimini a fraction of the time it takes to deploy a traditional bimini frame.



ENDURO FLEX FORM TECHNOLOGY



Enduro Flex Form Technology is used exclusively in Avalon & Tahoe's helm stands on non windshield Catalina level and lower helms. EFF is a true technology using a unique roto cast finish to mimic the look of fiberglass. It is extremely durable and does not have the repair risk associated with fiberglass.

Encompass the rotocast manufacturing process, coupled with engineering design & tooling technology.



Why Avalon?

Performance Features



LIFTING FINS



HPP lifting fins sit at the water line and decrease water resistance, because these are cupped and not flat, they allow the water to more naturally flow through resulting in greater bow lift, increased control, performance and speed.

Sport Performance Packages come with 4 lifting fins, two on each exterior toon. This is ideal for watersports and mid-level horsepower range.

Waveglider Performance Packages come with 6 lifting fins, two on each toon. This is those desiring ultimate horsepower, speed and handling.



HIGH PERFORMANCE PACKAGES

25" SPORT PERFORMANCE PKG.

Recommended for 150-250_(max) HP equipped boats.

Includes:

Integrated full length center tube with heavy duty motor pod, custom 38-gal transom direct fuel tank, 4 lifting fins, wave shield & seastar hydraulic steering & ski tow bar.



25" or 27" WAVEGLIDER PERFORMANCE PKG.

Ultimate speed, performance & handling

Includes:

Integrated full length center tube with heavy duty motor pod, custom 58-gal built in fuel tank, 6 lifting fins, wave shield, seastar hydraulic steering & ski tow bar.



TWIN ENGINE PERFORMANCE PACKAGE

Speed is our specialty. Avalon was the first pontoon manufacturer to produce a Twin 450 Mercury Racing equipped boat. To date, Avalon is the largest purchaser of Mercury Racing engines within the entire pontoon industry and produces more twin-engine applications than any of our competitors all on an 8.5' wide beam.



Available on:

- Excalibur & Excalibur LTD – All floorplans
- Catalina 2585 & 2785 EL, ELW, ENT, QL, QLW, RJ, RL, VRB, VRBW & VRL (Requires 27" Waveglider Package)

Includes:

- Twin motor mounts with dual prerig controls
- Center tube step with built in ladder
- 4 Waveglider lifting fins
- 100 gal fuel tank
- Rough Water Package
- 5 Year structural warranty
- New heavy duty side and bottom keel

