

# FORTUNE names Pacific Seacraft as one of America's best products again

FORTUNE magazine recently reviewed the one hundred American products that merited to be the best of its kind in the world, and once again, Pacific Seacraft Corporation (Pacific Seacraft) was the only sailboat manufacturer of its type to be represented.

Pacific Seacraft is the builder of blue-water cruising sailboats such as the Flicka 20, Dana 24, Orion 27, Pacific Seacraft 31, Crealock 34, Crealock 37, Crealock 44 and performance cruisers like the Ericson 34 and Ericson 38.

Consider FORTUNE'S standard:

"The best technology, design, and reliability and offer the greatest value."

FORTUNE "set out to determine which American products can be considered the finest of its kind." They consulted with quality experts, customers, industry association representatives and other knowledgeable observers.

"To make the final cut," writes FORTUNE, "the object had to incorporate the best technology, design, and reliability and offer the greatest value for its price."

Beautiful, superb performers; and strong. Very strong

Pacific Seacraft boats have long been the focus of sincere and heartfelt praise. Author Ferenc Mate', whose books include *The Finely Fitted Yacht*, *From a Bare Hull*, and *Best Boats* writes in his latest book *The World's Best Sailboats* that "without a doubt the most outstanding cross section of cruising boats in this book is built by Pacific Seacraft."

## Marketing Japan

In September 1987, Pacific Seacraft was selected by Secretary of Commerce, William C. Verity, together with 24 other American corporations,



Pacific Seacraft's quality craftsmanship of unparalleled excellence.



*Fortune Magazine reviewed 100 American made products that are the best of their type in the world. Pacific Seacraft Corporation was the only sailboat builder named twice. A deep concern for product quality has helped Pacific Seacraft to become a world competitor. Fortune explores how excellence is achieved and preserved.*

to participate in a trade delegation to Japan titled Market Japan with America's Best. Again, Pacific Seacraft was the only sailboat manufacturer represented. President Reagan hailed the mission as a "chance to demonstrate that American products will succeed in Japan's quality-conscious, demanding market."

Exceptional, beautiful and well-mannered

One of the major events in Pacific Seacraft included the launch of Crealock 44, an exceptional, beautiful and well-mannered cruising sailboat. The new flagship of the Pacific Seacraft's fleet has been designed and built with emphasis on cruising safely and in comfort.

"Pacific Seacraft, with their dedication to structural integrity, are building boats which are genuinely capable of sailing anywhere in the world," said established sailboat designer William I. B. Crealock.

Over 1,200 Pacific Seacraft yachts, from the mighty Flicka 20's to the stunning Crealock 44's have sailed with confidence and comfort to the far corners of the world. They are beautiful, they are superb performers, and they are strong. Very strong.

The construction details of every Pacific Seacraft boats are unsurpassed: 100% hand-laid and squeegeed hulls and decks;

double flanged, thru-bolted hull-to-deck joints; solid bronze seacocks and portholes; massive anchoring systems; fully protective propeller apertures; heavy bronze gudgeon supports; one piece solid lead ballasts; superb engine access through cabin and cockpit-sole hatches; and impeccable joiner work all combine to ensure PacificSeacraft yachts their rightful place as a worldwide standard of excellence.

## Ericson Yachts

Pacific Seacraft now builds and markets the Ericson Yachts. The high standard of quality that is observed in the production of the Pacific Seacraft boats is followed through in the building of Ericson 34 and 38. Ericson Yachts are built with the exclusive Tri-Axial Force Grid that creates an exceptionally strong hull without excess weight to hinder performance.

"Best products year in and year out."

Attention to detail and quality craftsmanship has become the hallmark of Pacific Seacraft boats. Says FORTUNE magazine, "the manufacturer live and breathe determination to excel, they take pride in making a top-quality product, and they have demonstrated sustained market leadership in offering the best products year in and year out."

An investment in a cruising boat is a serious proposition. One you entrust with your dreams - and more. Make the best decision. Come, feel the assurance of Pacific Seacraft.



"Best Cruising Sailboats of its type" FORTUNE. For information and further facts on the Pacific Seacraft sailboats or the Ericson Yachts, send \$5 each to:



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