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P O N T O O N S



LOWE
PONTOONS

NEW BEGINNINGS



Whoever first uttered the phrase, “whatever floats your boat,” probably said it while onboard a pontoon. It makes sense. With its spaciousness, comfort and versatility, a pontoon delivers the unique feeling that every outing can be its own adventure.

As summer fades and the colors of fall take hold, I’m sure you’re also turning your attention to new adventures. It’s a season of beginnings as much as it is of endings, especially with the kids returning to school or, perhaps, enrolling for the first time. This season signals a new era for Lowe, as well, as we retire our longtime Suncruiser branding and bring all our boats—from fishing to pontoons—together under the Lowe Boats umbrella. We’ve kept and refreshed all of your old Suncruiser pontoon favorites, such as the SS cruising series, SF fishing series and GS value series, and proudly introduce a bold, breathtaking newcomer to our award-winning

lineup: the Lowe Platinum series. The crown jewel of the new Lowe pontoon lineup, Platinum offers a combination of luxury and performance unlike on any other pontoon you’ve ever seen.

You can read about the very first Platinum owners, the Ramey family of Neodesha, Kansas, on page 12 of this magazine-catalog hybrid that you now hold in your hands. Along with introducing an all-new lineup, Lowe is turning another page—no pun intended—in its storied history by introducing the *Lowe Pontoons* “magalog.” (Anglers, look out for the brand-new *Lowe Fish Boats* magalog, premiering later this year.) Within these pages, we celebrate the one-of-a-kind boating lifestyle unlocked when you own a Lowe pontoon. In the magazine, you can catch up on the latest Lowe news, learn about new, exciting ways to make the most of your time on the water, and read the amazing stories of fellow Lowe pontoon owners. The catalog, found at the end of the magazine, provides dazzling photography, in-depth specifications, and standard and optional features information for our entire pontoon selection.

I’m excited to usher in this new era for Lowe Boats and thrilled to welcome new families like the Rameys to the Lowe pontoons community. For prospective owners, consider this debut issue of *Lowe Pontoons* your most vivid look yet into the great times that can be had onboard one of our boats, and an invitation to come join us.

See you on the water,

Huw Bower

President, Lowe Boats

Pictured with his family on their new Platinum Pontoon



President, Lowe Boats

Huw Bower

Marketing Manager

Beverly Ramsey

LOWE
MAGAZINE

President/Publisher

Douglas Leik

Account Executive

Annie Brown

Editorial Director

Randy Hess

Managing Editor

Roger Kamholz

Editor At Large

Jennifer Chesak

Associate Editor

Elli Thompson

Associate Editor

Nick Weldon

Electronic Editor

Justin Saper

Contributors

Jamie Elvidge, Wade Osborne

Creative Director

Russell Duncan

Production Director

Kraig Devenport

Art Director

Robyn Bendle

Art Director

Nathan Vrabel

Photographers

Mike Calabro, Lance Ramsey,

Wade Osborne

DINO
PUBLISHING

Lowe Pontoons magazine is published once a year for Lowe Boats, by Dino Publishing LLC. Any correspondence should be directed to: Dino Publishing, 350 W. Hubbard St, Suite 400 Chicago, IL 60654 Tel: 312-822-9266 Fax: 312-822-9268 email: dleik@dinopublishing.com

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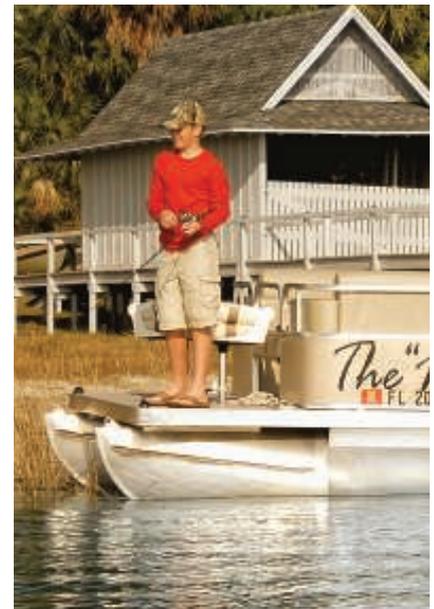
Jeremy Ramey gives his son and goddaughter a tube ride behind his Platinum 23 RFL on Kansas' Elk City Lake.

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Beau Clymer tosses a line from his father Woody's GS pontoon on Florida's Lake Weir.

THE lowe down

news & ideas for the Lowe lifestyle



Shown: SS 250XD sporting custom graphics.

MODELMAKEOVER

Flip to the catalog section to learn more about Lowe's exciting new 2012 lineup.

Lowe's refreshed and dazzling fleet of pontoons for 2012 will soon be turning heads on a watery runway near you. With brand-new custom wraps for SS, SF and GS models, you're sure to find a look that fits your on-water profile. Pair these electrifying styles with the all-new premium Platinum models, and cruising in a pontoon has never looked so good. (Turn to page 12 to read about the very first Platinum owners.)



Pontoon Protection

Having the right boat insurance allows you to sit back, relax and enjoy the breeze aboard your Lowe pontoon. The following tips will put you at ease as you try to decide between policies:

- ✦ Ask whether the company offers special coverages for new and old boats alike.
- ✦ If you entertain on your boat often, choose higher liability limits to help protect you and your guests in the event of an accident.
- ✦ Look for personal effects coverage for things you bring onboard, such as sunglasses and cell phones.
- ✦ Consider fishing equipment coverage and watersports liability coverage.
- ✦ Choose a company that offers roadside assistance if you trailer your boat.
- ✦ Fuel spill liability helps cover the expense of on-water oil and fuel clean-up.

For a quote or to learn more about Progressive's boat-coverage options, visit www.progressive.com or call Boater's Choice Insurance—an authorized Progressive agent and one of the most trusted names in marine insurance—at (800) 768-2121.

Progressive Casualty Insurance Company and its affiliates.



A Commitment to You

Lowe Boats is proud to announce that it has received its 16th CSI Award for excellence in customer satisfaction. The special recognition, given out annually by the National Marine Manufacturers Association, draws from surveys of boat customers to honor boat brands that have achieved Customer Satisfaction Index scores of 90 percent or more. No other aluminum boat manufacturer has won as many CSI awards as Lowe (16). Lowe thanks its expert boat builders at its Lebanon, Missouri, facility, as well as its knowledgeable and professional dealers across the country for helping the brand achieve this distinction. Lowe remains dedicated to strengthening these customer relationships in the years to come!



Read more about our commitment to superior construction on page 2 of the catalog.

BIGFOOT SIGHTING

When you take to the waterways in your Lowe pontoon, you clearly have an advantage over other boaters. Lowe pontoons are designed to do it all with unmatched precision and reliability, and for that reason, they deserve engines that measure up to their prowess. Mercury FourStroke BigFoot models pair perfectly with a Lowe, with bigger gearcases and larger-diameter props that allow for easier shifting and smoother operation. So next time you're out cruising, your Lowe pontoon will have the same leg up in power as it does in craftsmanship.

For more information on Mercury engines, visit www.mercurymarine.com.



A Powerful Lesson

Ever heard nails scraping down a chalkboard? That's torture. Ever consider what your boat's battery has to go through to keep you and your family having fun on the water? To prove the robust durability and unmatched power of its Platinum Marine and RV batteries, the DieHard® brand developed its popular "Torture Tests" web series (www.diehard.com/torture-labs). DieHard's Platinum batteries can withstand the rigors die-hard boaters demand. Dealing with a dead battery while in the middle of the lake—now that's pure anguish. DieHard batteries ensure you'll never have to.



WHY DO WE LOVE BOATING? OUR FAVORITE TRIPS

and activities may vary, but at the root of it all, boating lures us with the promise of escaping the everyday with a unique brand of fun and relaxation that can only be had on the water. With easy ownership, spacious layouts and smooth rides, Lowe pontoons create the perfect setting for these on-water pursuits. *Lowe Pontoons* magazine offers this quick guide to help new owners and pontooning vets alike live out their boating dreams, pontoon-style.



PONTOONING101

BY LEARNING A FEW KEY SAFETY MEASURES AND EXPLORING YOUR LOWE PONTOON'S THOUGHTFUL FEATURES, YOU'LL BE WELL ON YOUR WAY TO ENJOYING THE PLEASURES OF BOATING

KEYS TO CRUISING

Before you hit the water in your pontoon, especially for first-time owners, you should take a boater education course to learn the ropes of boat handling, navigation and safety. (The U.S. Coast Guard Auxiliary offers classes.) Some general navigation rules: Two-way boat traffic through channels is the same as with automobiles, so keep to the right-hand side; be aware of orange channel buoys that mark swim areas, speed zones and underwater hazards; and make sure your pontoon has proper running lights if you plan on cruising at night.

Lowe pontoons are easy to trailer, giving you the freedom to hitch up and drive to waterways near and far. To ensure a smooth trip, double-check your boat insurance policy to see if it covers towing, make sure your boat (plus trailer and gear) is within your towing capacity, and don't forget to bring a spare tire and a jack for both car and trailer.

For safety, always establish basic rules with children. Laying the ground work with small things—like making sure they don't dangle their feet over the sides while the pontoon is running or insisting they put on life jackets before even boarding your pontoon—can help to instill long-term, safe boating habits.

THE PLACES YOU'LL GO

A Lowe pontoon's unique qualities make it an incredibly versatile boating platform. The open layout is ideal for entertaining. For example, up to 16 people can lounge comfortably on an SS 250 Cruise with the optional XL Package, which adds a third pontoon log and ups the Mercury power possibilities. If you want to take the kids fishing, an SF fishing pontoon's sturdy tubes provide great balance. Its shallow draft allows you to edge closer to shore and other hiding spots that fish like, which traditional fishing boats often can't access.

Imagine your next camping trip—without unwieldy tent poles or stakes—aboard a versatile and family-friendly Lowe GS. The rugged tubes beach smoothly, and with an optional full camping enclosure and a few sleeping bags, your pontoon transforms into a comfortable, dry, floating tent. After a restful night, hitch a wakeboard or tube to an optional ski tow bar and enjoy a high-energy day of watersports. A wide-step boarding ladder makes water

Great for watersports action, fishing or just hanging out on the water with family, Lowe's versatile lineup of pontoons includes a vessel perfect for your on-water style.



entry and exit a cinch. Ample storage ensures you can tuck away—and still easily access—any gear you bring along for the day.

MORE PONTOONING, PLEASE!////////////////////

You love it. Your kids love it. But did you know that planning pontoon outings can be good for your health? U.S. Travel Association research shows that an annual vacation can cut a person's risk of heart attack in half, travelers rate their overall health higher while on vacation and people get three times more deep sleep after they return from a trip. According to respondents to a National Marine Manufacturers Association survey, boating is a top-three stress-relieving activity. With a pontoon, that well-deserved and therapeutic retreat is just a boat launch away whenever you need it. A Lowe pontoon allows you to not just get away from it all, but to embrace a new sense of tranquility, possibility and freedom in your everyday life. 



WOODY CLYMER GREW UP IN THE SMALL TOWN OF

Washington, Indiana, where the corn grows tall and basketball is king. Woody excelled at the sport growing up and, in 1968, the game led him to Lakeland, Florida, on a junior college basketball scholarship.

More than four decades later, Woody, recently retired from a 38-year career as an educator, still lives in the area. Now he spends most of his free time in a very unlikely arena: Florida's Lake Weir, which he cruises in his Lowe GS 204 (dubbed *The "Moc"* to pay homage to his Florida Southern College Moccasins basketball squad). It's unlikely both because of its distance from his Hoosier roots and because even though Florida boasts more than 7,000 lakes, five major rivers and almost 1,200 miles of coastline, Woody and his wife, Rita, had previously never owned a boat.



AN ENDLESS ADVENTURE

WOODY CLYMER NEVER HAD TIME TO ENJOY FLORIDA'S RICH BOATING OPPORTUNITIES UNTIL NOW, WHEN HIS LOWE PONTOON MAKES EVERY OUTING A FAMILY AFFAIR

The Clymers had long pined for a boat that could accommodate their large family, which includes their two sons and daughter; their son-in-law and his father; their grandson; and their daughter-in-law. One day out by the lake last summer, Rita suggested to Woody what everyone was thinking: Let's get a big boat so our growing family can cruise together. Woody and the rest of the clan enthusiastically endorsed this proposal.

New to boating, Woody enlisted his son-in-law, Jason, and Jason's father, Victor, to help him research the perfect vessel. Victor had bought numerous bass boats from Miller's Boating Center in Ocala, Florida, which made a strong impression on Woody. Woody insisted that the decision-making process include everyone who'd be sharing in the good times, so the whole family headed to Miller's during its 2010 boat show.

After looking at a few different models, everyone agreed on the Lowe GS 204. The beautifully engineered pontoon met all of the family's needs and wants.

"Miller's made the purchasing process a delight," Rita says. "The sales reps were very informative and knowledgeable about the various models, and they continue to follow up with us to see if we have any questions or need anything. They're a classy organization."

The family couldn't contain their excitement when they took delivery. "We were all aching to hit the water," Woody says. "So we threw caution to the wind and headed straight from Miller's to the lake for the maiden voyage."

Over the past year, Woody has gained great confidence at the helm, and the Clymers boat every chance they get. Lake Weir's launch is 20 minutes from Woody and Rita's home. "The closeness also makes it feasible to head to the lake when the kids get out of school, even if it's just for two to three hours," Rita says.

Sometimes, the family heads over to Astor, Florida, to cruise the St. Johns River. "Everybody brings their boat,

(Here) Woody and Rita Clymer's son Beau gets a tube ride behind their GS 204 pontoon. The GS's watersports and fishing features helped sell the family on the model.



and the Lowe pontoon acts as the mother ship,” Woody says.

On a recent Lake Weir outing, the family fished in the morning, then Woody took the boat out for some tubing. As his son Beau held on tight, the GS 204 demonstrated its remarkable capacity for watersports, planing quickly and turning with precision.

Woody and Rita have come to love many aspects of their boat’s engineering and design. Rita appreciates the GS’s minimal upkeep. “The vinyl floor is a key aspect,” she says. “At the end of the day, if anything is spilled, it just takes a quick rinse with a hose and you’re done.”

Woody enjoys how easily he can trailer his boat. He also marvels at the GS 204’s fishability. “You usually don’t think of this style boat as a fishing boat, but Beau and my grandson, Troy, love it,” Woody says. “The bow is spacious enough so they can fish together without knocking each other into the water,” he adds with a chuckle.

Woody has spent most his life bringing out the very best in everyone he has worked with. Now his family is coaching him on the ins and outs of boating. He’s soaking up knowledge about safety, maneuvering, boater etiquette and boating regulations. “I never thought owning a boat would be so easy and so much fun,” Woody says. “I’d always heard the two happiest days of a man’s life are the day he buys his boat and the day he sells his boat. But I don’t know if I’ll ever be without a boat now that I’ve become an enthusiast.”

Woody hints, however, that he may soon upgrade to an even larger Lowe pontoon—his son Lee, and daughter-in-law, Erin, are expecting their first child. “We might need a bigger boat!” Woody says with a laugh. “We’re already thinking we’ll have to have another family reunion over at Miller’s Boating Center.”





THE ROAD TO ownership

story by Aubrey Martinez :: photos by Mike Calabro



*Fruitful web investigation and a helpful
Lowe dealer lead a first-time boat
owner and her family to their
dream pontoon—an SS 230*

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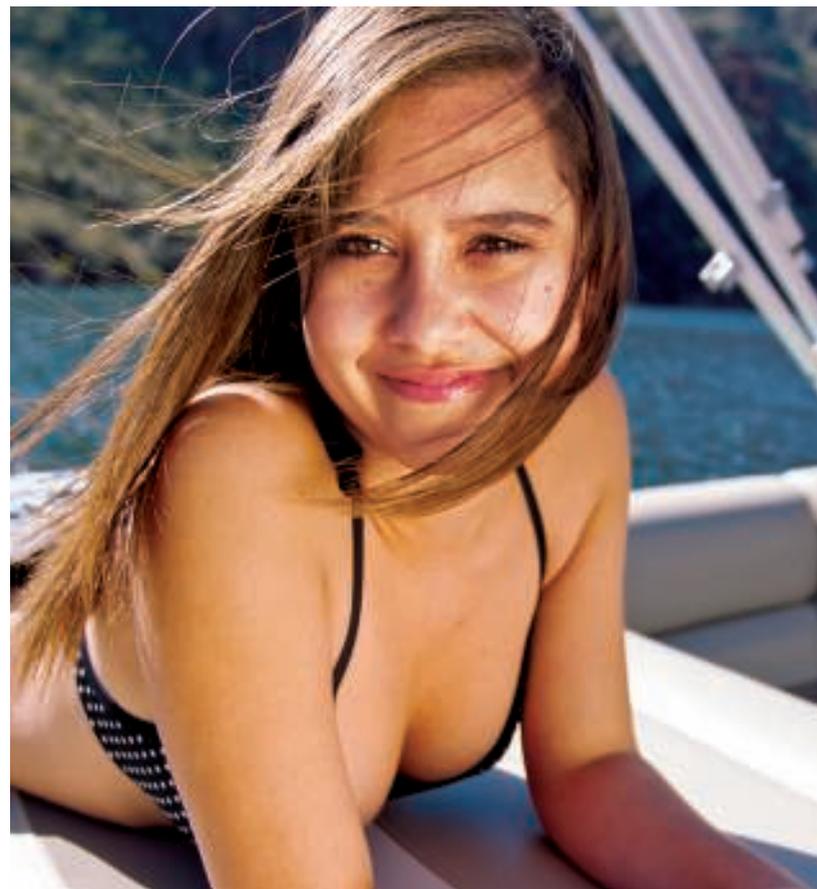
AS PARENTS TO FIVE ENERGETIC CHILDREN RANGING IN AGE FROM 18 MONTHS TO 16 YEARS, MY HUSBAND, ROB, AND I HAVE LEARNED HOW TO BE A WELL-FUNCTIONING TEAM. EACH OF US HAS OUR OWN ROLES, WITH THE OTHER STEPPING IN FOR BACKUP AS NEEDED. REPAIRS AROUND THE HOUSE AND CAR CONCERNS TYPICALLY GO ON ROB'S LIST; BALANCING SCHEDULES, TRACKING THE FAMILY BUDGET AND PLANNING VACATION TIME FALL TO ME.

When Rob and I first considered purchasing a pontoon, I wanted to tackle the buying and planning process. However, the idea of trying to understand the technical aspects of boating, picking out an engine and—most importantly—actually driving the thing, made me more than a little apprehensive. As first-time boat owners to boot, Rob and I were basically starting from scratch. But thankfully, with help from online resources and a reliable local boat dealer, the process was much easier than anticipated—even fun!

First, I scoured the Internet to learn as much as possible about the pontoon brands that would best fit my family and our lifestyle. Time and time again, Lowe came up as a trusted and dependable boat company. Seeing the glowing reviews and accolades the company has gathered over the years made me more confident that this was a leap we could take. I found out that Lowe had won more CSI awards from the National Marine Manufacturers Association for customer satisfaction than any other aluminum boat company and that a Lowe pontoon had a great Blue Book resale value.

After my Internet research, I was able to compare the annual cost of owning a pontoon to other activities my family might do throughout the year. The breakdown of expenses for other forms of family entertainment far exceeded the cost of owning a Lowe pontoon. Plus, when considering the fact that we could get away for an afternoon under the sun as often as we wanted, I began to realize the incredible value of owning a pontoon—a mini-vacation is always just a short drive to the boat launch away.

Knowing a purchase was financially feasible, I began the fun part: picking out the best Lowe pontoon for my family. My two oldest kids, Jack and Lily, are always on the go and up for trying new and thrilling activities, so a pontoon with watersports capabilities seemed the perfect fit. As I browsed the pontoon models and their various features on www.loweboats.com, I envisioned afternoons out on the water instead of trips to the same water park every weekend. After checking out a few different models, the SS 230 seemed to have everything we needed—and nothing we didn't.



The Martinez family took their brand-new Lowe SS 230 for a spin on Arizona's Saguaro Lake, just outside of Phoenix, with the guidance of Complete Marine representative Allen Sibilla.

Seeing the glowing reviews and accolades the company has gathered over the years made me more confident that this was a leap we could take.

Though feeling pretty confident at this point, I remained uneasy about picking out the right engine. I knew close to nothing about engine power or outboards and usually let my husband handle those kinds of technicalities. Moreover, I had no idea what kind of engine we could afford. This seemed like a decision best left to a professional, so I headed over to my local Lowe dealership, Complete Marine, in Phoenix. Manager John Kenny immediately put me at ease. Before tackling power options, he encouraged me to go for a test run on the SS 230 to make sure it was the right fit. His openness about the product and genuine interest in my family's needs made the process simple and fun. John understood how much I valued making the right decision for my family. "Wives are usually a major part of the buying process," John told me. "If she doesn't like it, they're not going to buy it." I happen to agree with him!

A week later, on a warm February day, I finally got to step onboard the boat I had for months been dreaming up and planning for. I couldn't believe the wide-open space and the ultra-comfortable "L" lounge. With plenty of seating options, the whole family could spread out or cozy up in a corner together. Rob and the kids came along, and seeing their excitement was priceless. "People generally like pontoons because they're big and have lots of room," John told me. "There's also the fence to keep the kids inside," he added with a knowing wink.

Complete Marine rigging technician Allen Sibilla also joined us for the day, and he explained how a 90-hp Mercury FourStroke engine made the most sense for the SS 230 and the types of on-water activities the kids wanted to do. Opting to add a ski tow bar would round out our pontoon's watersports capabilities. Jack and Lily could hardly wait to try their hands at wakeboarding. The boat also featured Malibu Sunset graphics, which gave it a fresh and sporty look to match its maneuverability and smooth



handling. Allen also pointed out the fantastic helm features. The clear, easy-to-read panel with intuitive gauges took away the intimidation behind driving a boat. Having control of my family's leisure time? Now *that* was a concept I could get used to.

With all our plans in place, we took delivery of our beautiful Lowe SS 230 a couple of weeks later—just in time for the start of the boating season. John continues to be a go-to source for any questions we have.

Rob and the kids have already asked if they can plan a party on our pontoon for my birthday in a month. But I'm not about to let them have all the fun planning. That sounds like a job for Mom. 🌀

A photograph taken from the perspective of someone on a boat, looking out over a body of water. The water is dark blue with white foam from the boat's wake. In the distance, a colorful inflatable boat with people on it is being towed. The sky is a soft, hazy orange, suggesting sunset or sunrise. The right side of the image shows the metal railing and part of the boat's structure.

PLATINUM REWARDS

*WHEN IT FEELS AS THOUGH YOUR
NEW PONTOON CHOSE YOU, YOU
HAVE FOUND THE PERFECT BOAT*



story by Justin Saper :: photos by Lance Ramsey

FOR JEREMY RAMEY, THE DECISION TO PURCHASE A BOAT FOR HIS FAMILY WAS THE EASY PART. FINDING JUST THE RIGHT ONE, ON THE OTHER HAND, WAS A LITTLE TRICKIER. HE AND HIS WIFE, JULIE, WHO LIVE IN NEODESHA, KANSAS, WHERE THEY OWN BLY'S RETAIL LIQUOR, HAD SEVERAL NEEDS TO CONSIDER. THE PARENTS OF TWO YOUNG BOYS, THE COUPLE PUT A PREMIUM ON SAFETY. NEXT, JEREMY WANTED ENOUGH SPACE TO RELAX WITH HIS SONS WITHOUT GIVING UP THE HORSEPOWER TO ENTERTAIN THEM. (THEIR 4-YEAR-OLD, COLE, IS A MAJOR FAN OF TUBING AND WILL SOON LEARN TO WATER-SKI.) ULTIMATELY, THE RAMEYS WERE AFTER QUALITY—A RELIABLE BOAT THAT WOULD LAST THEM SEVERAL YEARS, SEASON IN AND SEASON OUT. AND ALL THIS ON AN AFFORDABLE BUDGET.

Luckily, the Rameys didn't need to look far for some friendly guidance. The family's longtime friend and neighbor, Donnie Cole, is a sales rep for Blue Water Finance, which helps finance boats, both for dealers and consumers. A boater himself, Donnie says it wasn't hard to sell Jeremy on the benefits of buying his own. "I told him, 'You build more memories with your family out on the water, and you can just do so much more,'" Donnie says. "Pontoons are where it's at." Donnie picked up the phone and called Bob Muto, owner of Beacon Marine in Junction City, Kansas. Bob directed him to a boat on Beacon's website—a brand-new 2011 Lowe Platinum 23 RFL. Jeremy had found his boat.

"He said, 'My goodness, this boat is perfect,'" Donnie recalls.

Sure, the Platinum seemed to have it all: Space for 12 people; raised anodized rails around the perimeter to protect the little ones; standard 150-hp Mercury OptiMax engine; and the right price. But it was the pontoon's sleek color scheme that initially opened and ultimately sealed the deal. "I'm an Oakland Raiders fan, and the boat was silver and black," says Jeremy, who grew up in Independence, Kansas, a short drive from Neodesha in south-east Kansas. The Raiders allegiance, he says, has more to do with tradition than geography. "My father was a Raiders fan. I didn't know any better."

There's nothing quite like that first time out on the water with the family. For the Rameys, it happened on a sweltering morning in July. The temperature approaching 100 degrees, they took to the waters of Elk City Lake, about 20 miles south of Neodesha. But the rising heat didn't distract them from discovering the benefits of their Platinum RFL. The security provided by bow, rear and port gates plus raised rails prevents their 1-year-old, Jax, from climbing over, allowing the couple to relax without having



(Clockwise, from right) Julie and Jax feel the rush; the Rameys' Platinum 23 RFL glides across Elk City Lake; the Rameys enjoy some family time shored on a quiet beach; Cole gets geared up for tubing; Shiann and Cole prepare for a tandem run on the Big Mable raft.





Cole takes one big leap for fun from the Platinum's aft deck. His dad, Jeremy (arms outstretched), opted to pair a ski tow bar with the 23 RFL's powerful standard 150-hp Mercury OptiMax engine for pulling the kids on the tube when they hit the open water.

“LOWE DOESN'T CUT BACK... THEY CONSTANTLY STRIVE TO PUT QUALITY INTO THE BOAT.”

to constantly monitor him. “It’s safe to put him in his life jacket and let him crawl around on the floor,” Jeremy says. Julie loves the boat’s safety features, too. “I thought I was going to be stuck holding a crying baby the whole time, but it’s not like that,” she says.

As for Cole, the real thrills happen behind the boat. Settling in on the tube next to Shiann Bruce, Jeremy and Julie’s 17-year-old goddaughter, Cole couldn’t wait for Dad to start carving wake for them to jump. “He got on that tube and was smiling from ear to ear,” Julie says. Of course, the Raiders connection isn’t lost on Cole, either. “He thinks it’s a pirate ship,” Jeremy says.

As first-time boat owners, the Rameys understood that *where* they bought from would be just as important as *what* they bought. Beacon Marine—the oldest boat dealership in Kansas—was founded in 1957 by Bob Muto’s father-in-law, who passed on the business to Bob in 1970. Lowe has been in business for 40 years, and Beacon has carried the brand for 39 of them, also making it the oldest retailer of Lowe Boats nationwide. The Rameys had other options, but the choice was clear. “If you’re going to buy a boat, this is who you want to buy a boat from,” Donnie told the Rameys.

“In today’s age, you have to be careful about the brands you pick because you don’t know if they’ll be here tomorrow,” Donnie says. “Beacon really practices what they preach, and that’s service. Bob takes care of his people. You can have a dealer that sells a boat at a low-ball price, but without customer service you have nothing. Bob has it,” he adds. “In my eyes, that’s everything.”

And when the product lives up to the quality of its retailers, experiences like the Rameys’ are the result. “I look at fit and finishes, I look at performance, I look at the goods and bads,” Donnie says. “I know Lowe builds a high-quality product at a value price.”

“Lowe doesn’t cut back on features,” Bob adds. “They constantly strive to put quality into the boat.”

As for the Rameys, precious moments on the water lie ahead aboard their Platinum 23 RFL. The only concern now is maintaining that new-boat shine. “That’s one thing about the boat—it’s almost too nice,” Jeremy says. “I’ll let the boys fish, they just won’t be pulling the fish up onto the boat!”

After all, this Raiders die-hard can’t have the silver and black colors fade, lest he be mistaken for a Kansas City Chiefs fan. 🌀

2012

PONTOONS &
DECK BOATS
Catalog

LOWE

loweboats.com

P O N T O O N S



*Introducing the all-new Lowe Pontoons lineup
and the breathtaking Platinum Series*

LOWE
PONTOONS



LIMITED LIFETIME WARRANTY

It's with the utmost confidence in our construction standards—bolstered by the hard-earned admiration of our industry peers—that we back every Lowe pontoon that leaves our production facility with a Lifetime Limited Warranty.

OUR CUSTOMERS HAVE SPOKEN

For the 16th time in its history, Lowe Boats has been honored with a National Marine Manufacturers Association CSI (Customer Satisfaction Index) Award—the most respected measure of customer satisfaction in the industry. No aluminum boat manufacturer has won as many CSI Awards as Lowe.



A white and blue pontoon boat is shown on the left side of the image, moving across a calm lake. The background features a range of green hills under a clear sky. The text 'INTRODUCING THE NEW LOWE' is overlaid on the right side of the image.

INTRODUCING THE NEW LOWE

The latest census pinpointed the center of the American population in south-central Missouri—less than 40 miles from the Lowe Boats headquarters in Lebanon. We don't think that's a coincidence. Like America, Lowe upholds core heartland values—honesty, hard work, community—while it pioneers innovations for the future.

In keeping with this trailblazing ethic, Lowe proudly introduces a brand-new lineup for 2012, led by the groundbreaking new Platinum Series. Our flagship Platinum Series sets a new standard for pontoon luxury and style, with unrivaled construction, amenities and performance. At the helm of a Lowe Platinum, you'll feel the grip of the wheel, a rush of adrenaline as you cut across the water...a sense of fulfillment.

We also reintroduce our classic—and revamped—SS, SF and GS Series, versatile lines that offer the ideal family pontoon for any style of boating. Whether you prefer high-flying watersports, relaxing days of fishing, big on-water parties or a little of all three, there's an SS, SF or GS for you. Completing the new Lowe lineup are our unique Sport Decks, which blend the performance and handling of speedy runabouts with the comfort and spaciousness of pontoons.

From our home in the Ozarks, we work tirelessly building and constantly improving boats that make you pine for the weekend, that after-work jaunt on the lake and everything in between. To own a Lowe Boat is to know the liberating feeling the open water and good times with family and friends deliver. It's the freedom of Lowe.



IT ALL STARTS HERE

In Lowe's state-of-the-art production facility in Lebanon, Missouri, expert local craftsmen use cutting-edge CAD technology to assemble every Lowe pontoon and deck boat—ensuring that our boats hold up to rigorous long-term use while maintaining head-turning fit and finish.



The proof of Lowe quality is in the **resale value**. Blue Book and the National Automobile Dealers Association (NADA) boat guide—official used boats pricing handbooks—consistently rank Lowe pontoons among the highest in this category. Lowe Boats is also the first full-line aluminum boat company to receive **ISO Certification from the International Organization for Standardization** for its approach to process improvement, product quality and customer satisfaction. Then consider that Lowe only uses **premium components**—like Mercury® engines, Sony® and Jensen® electronics, Everlast® seating, and Olefin® Syntec® custom-weave carpet—and it's clear: Nobody builds better boats than Lowe.

PLATINUM SERIES

PAGE 4



Oh yes, we've arrived. (That's what you'll say when you ride aboard an all-new Lowe Platinum pontoon.) Ferocious power and performance meet elegant onboard comforts—like soft-touch vinyl lounge seating and a crystal-clear sound system—on this pontoon. And sleek design, thoughtful accents such as LED navigation lights, and a smooth ride transform the luxurious Platinum into a veritable on-water condo. It's the pontoon boat, evolved.

SS, SF & GS SERIES

PAGE 8



There's nothing like a classic. Lowe's SS, SF and GS models embody the brand's legacy of building high-quality, versatile pontoons. With 10 models to choose from, you have a wide range of configurations and premium features and options at your disposal to create a wholly personalized Lowe experience. Anglers, watersports enthusiasts, tie-up partiers, families with young kids and horizon-chasers who like a little of everything: Rest assured, there's an SS, SF or GS pontoon for you.

SPORT DECK SERIES

PAGE 14



You have a need for speed, but don't want to sacrifice space and comfort for performance. With a Lowe Sport Deck, you can have it all—room to entertain, hair-whipping cruising, even the option to fish, if you so choose. These unique sportsters match super-wide, all-welded runabout hulls with generous pontoon-style decks, and can be fully customized from a laundry list of options. When you want the best of both worlds, choose a Lowe Sport Deck.



Platinum 25 RFL

Platinum RFL

Boats shown may include optional features.

Welcome aboard luxury on the water. Elegance, comfort and quality converge gracefully on the new Platinum RFL. The jewel of Lowe's all-new lineup, the Platinum's spacious deck features plush vinyl lounge seating, a sleek and ergonomic helm, and deluxe, 32-ounce custom-weave carpet underfoot. The Platinum RFL offers a premium boating experience where quality lives up to its name.

Expansive rear-facing lounger



Plush Platinum throw pillows



PLATINUM SERIES

25 RFL | 23 RFL

STANDARD FEATURES

Retractable bow & stern cleats / Reclining helm seat / 4 matching throw pillows / Sony stereo w/4 speakers / LED docking & navigational lights / Pedestal table w/cup holders / Starboard bow chaise lounge / Stern "L" lounge

See page 16 for more standard and optional features, or visit www.loweboats.com. Note: Overhead model layouts show boats with open under-seat storage compartments.



25 RFL



23 RFL



Platinum 23 RFL

SPECIFICATIONS

**XL package adds a third pontoon log for increased performance, smoother ride and additional carrying capacity.*

PLATINUM RFL	25 RFL	23 RFL
Pontoon length	24'	22'
Beam	8'6"	8'6"
Pontoon diameter	25"	25"
Capacity (person/weight)	13 / 1,877 lbs	12 / 1,763 lbs
Approx. basic hull weight	2,780 lbs (approx.)	2,480 lbs
Max. weight capacity	2,609 lbs	2,407 lbs
Fuel capacity	24 gal	24 gal
Max. HP capacity	300* (w/XL pkg.)	225* (w/XL pkg.)

Luxe, chrome-accented steering wheel



Reclining helm seat w/swivel & slider



Optional ski tow bar & faux teak decking





Platinum 23 Cruise

Boats shown may include optional features.

Platinum Cruise

Premium features are the new standard aboard the all-new Platinum Cruise. A pop-up privacy enclosure and sun deck pad, along with LED navigation lights and improved captain's ergonomics combine finesse and functionality into one high-value package. Choose between the standard 23 or 25 Cruise models or opt for the 23 FCC, which features two plush bow captain's chairs.

Mercury power & faux teak decking



Deluxe gauge array w/tach, volt, speed, fuel & trim



PLATINUM SERIES

25 CRUISE | 23 CRUISE | 23 CRUISE FCC



25 CRUISE



23 CRUISE



23 CRUISE FCC



Platinum 25 Cruise

STANDARD FEATURES

Reclining helm seat w/swivel & slider / 4 matching throw pillows Privacy enclosure / Sun deck pad / Pedestal table w/cup holders / LED docking & navigational lights Sony stereo w/4 speakers

See page 16 for more standard and optional features, or visit www.lowboats.com. Note: Overhead model layouts show boats with open under-seat storage compartments.

SPECIFICATIONS

**XL package adds a third pontoon log for increased performance, smoother ride and additional carrying capacity.*

PLATINUM CRUISE	25 CRUISE	23 CRUISE	23 CRUISE FCC
Pontoon length	24'	22'	22'
Beam	8'6"	8'6"	8'6"
Pontoon diameter	25"	25"	25"
Capacity (person/weight)	13/1,877 lbs	12/1,763 lbs	12/1,763 lbs
Approx. basic hull weight	2,780 lbs (approx.)	2,480 lbs	2,480 lbs
Max. weight capacity (w/XL pkg.)	2,609 lbs	2,407 lbs	2,407 lbs
Fuel capacity	24 gal	24 gal	24 gal
Max. HP capacity	300* (w/XL pkg.)	225* (w/XL pkg.)	225* (w/XL pkg.)

Premium speakers embedded in bow seating



Dual bow lounges w/under-seat storage



FCC layout adds two bow captain's chairs





SS 250XD

Boats shown may include optional features.

Super Sport Family Pontoons

Lowe's redesigned SS models prove once again that affordability need not cost you quality. On deck, ultra-soft, multi-density foam seating emphasizes comfort, while large-diameter logs underway deliver a smoother, more stable ride. Choose from multiple color schemes or opt for custom graphics. The optional XL package creates room for 16 passengers on 25-foot models, letting you cruise with a crowd.

Bow, port (below) & stern gates



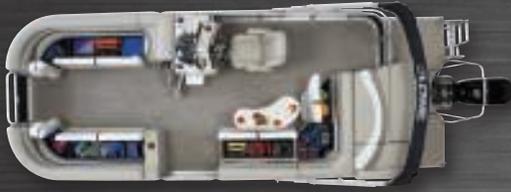
SS 210



SS SERIES

SS 250XD | SS 250 | SS 230 | SS 210

Note: Overhead model layouts show boats with open under-seat storage compartments.



SS 250XD



SS 250



SS 230



SS 210



SS 230

SPECIFICATIONS

**XL package adds a third pontoon log for increased performance, smoother ride and additional carrying capacity.*

SS	SS 250XD	SS 250	SS 230	SS 210
Pontoon length	24'3"	24'3"	22'3"	20'3"
Beam	8'6"	8'6"	8'6"	8'6"
Pontoon diameter	25"	25"	25"	25"
Capacity (person/weight)	14 / 2,147 lbs	14 / 2,147 lbs	13 / 1,877 lbs	12 / 1,746 lbs
Approx. basic hull weight	1,940 lbs	1,940 lbs	1,805 lbs	1,680 lbs
Max. weight capacity	2,787 lbs	2,787 lbs	2,517 lbs	2,248 lbs
Fuel capacity	24 gal	24 gal	24 gal	24 gal
Max. HP capacity	200 (w/XL pkg.)*	200 (w/XL pkg.)*	200 (w/XL pkg.)*	150 (w/XL pkg.)*

STANDARD FEATURES

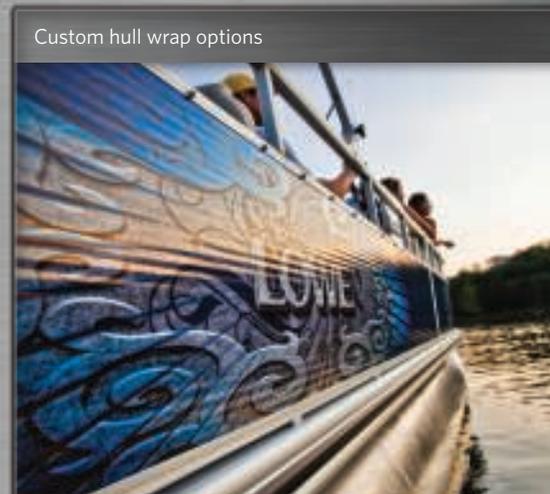
Barrel helm seat w/slider / Privacy enclosure / Pedestal table w/cup holders
Sun deck pad / 2 bow lounges / Jensen® AM/FM stereo w/MP3 plug-in



SS 250



4-step stern boarding ladder



Custom hull wrap options



SF 234

Boats shown may include optional features.

Sport Fish Fishing Pontoons

Lowe designed every detail of the SF models with the avid angler in mind. Four pedestal fishing seats, a bow aerated livewell and three stern rod holders on the SF 234, 214 and 194 models provide all the tools for a trophy catch. The SF 232's arsenal of creature comforts and watersports-friendly functionality create maximum relaxation on the water. For the true adventurer, there is no other choice.

Plush DuraLux™ dual bow lounges (SF 232)



SF 214



SF SERIES

SF 234 | SF 232 | SF 214 | SF 194

Note: Overhead model layouts show boats with open under-seat storage compartments.



SF 234



SF 232



SF 214



SF 194



SF 232

SPECIFICATIONS

**XL package adds a third pontoon log for increased performance, smoother ride and additional carrying capacity.*

SF	SF 234	SF 232	SF 214	SF 194
Pontoon length	22'3"	22'3"	20'3"	18'3"
Beam	8'6"	8'6"	8'6"	8'6"
Pontoon diameter	25"	25"	25"	23"
Capacity (person/weight)	13 / 1,877 lbs	13 / 1,877 lbs	12 / 1,746 lbs	9 / 1,262 lbs
Approx. basic hull weight	1,900 lbs	1,900 lbs	1,701 lbs	1,575 lbs
Max. weight capacity	2,517 lbs	2,517 lbs	2,248 lbs	1,663 lbs
Fuel capacity	24 gal	24 gal	24 gal	24 gal
Max. HP capacity	200 (w/XL pkg.)*	200 (w/XL pkg.)*	200 (w/XL pkg.)*	60

STANDARD FEATURES

Barrel helm seat w/slider / Privacy enclosure (234, 214) / Sun deck pad (234, 232, 214)
Pedestal table w/cup holders / Aerated livewell (234, 214, 194) / Pedestal fishing seats



SF 194

Optional aft fish prep station w/washdown



Triple rod holder station w/2 cup holders





GS 202

Boats shown may include optional features.

Grand Sport Value Pontoons

The Lowe Grand Sport is the ultimate combination of sport and cruising in one affordable package. Two removable bow pedestal fishing seats and an under-seat livewell on the GS 202 make for serious fishing. Both GS models feature a stern "L" lounge and spacious decks, giving your family and friends ample room to spread out. Experience the best value on the water with the GS Series from Lowe.

Pedestal fishing seats & trolling motor (GS 202)



Optional Jensen® AM/FM stereo



GS SERIES

GS 202 | GS 200



GS 202



GS 200



GS 200

SPECIFICATIONS

GS	GS 202	GS 200
Pontoon length	20'	20'
Beam	8'6"	8'6"
Pontoon diameter	23"	23"
Capacity (person/weight)	9 / 1,267 lbs	9 / 1,267 lbs
Approx. basic hull weight	1,900 lbs	1,900 lbs
Max. weight capacity	1,869 lbs	1,869 lbs
Fuel capacity	Portable	Portable
Max. HP capacity	60	60

STANDARD FEATURES

2 bow lounges / Stern "L" lounge / Pedestal fishing seat (1 standard on GS 202)
Aerated livewell (GS 202) / Bimini top w/boot & quick disconnects / Bow & side gates

Note: Overhead model layouts show boats with open under-seat storage compartments.

Sturdy console w/full gauge array & switch panel



Stern "L" group seating



Optional 4-step boarding ladder





SD 194 Angler

Cruiser & Angler Deck Boats

Boats shown may include optional features.

Designed for sport with the comfort and amenities of a luxury pontoon, Lowe's Sport Decks are all about versatility. The SD line has it all—two bow pedestal fishing seats and built-in livewell on SD Anglers, in-deck gear compartments, deluxe seating, an easily rotating barrel helm, and pedestal table. The Lowe Sport Deck is perfect for the avid angler who refuses to compromise on luxury.

Roomy cockpit "L" lounge w/pedestal table

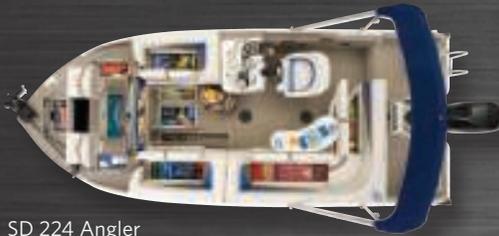


Chaise lounge seating



SPORT DECK SERIES

SD 224 | SD 220 | SD 194 | SD 190



SD 224 Angler



SD 220 Cruiser



SD 194 Angler



SD 190 Cruiser

Note: Overhead model layouts show boats with open under-seat storage compartments.



SD 220 Cruiser

SPECIFICATIONS

SPORT DECK	SD 224	SD 220	SD 194	SD 190
Overall length	22'	22'	19'	19'
Beam	8'6"	8'6"	8'6"	8'6"
Bottom width	85"	85"	85"	85"
Max. weight capacity	2,404 lbs	2,404 lbs	2,139 lbs	2,139 lbs
Approx. basic hull weight	2,180 lbs	2,180 lbs	1,985 lbs	1,985 lbs
Capacity (person/weight)	12 / 1,660 lbs	12 / 1,660 lbs	10 / 1,395 lbs	10 / 1,395 lbs
Fuel capacity	38 gal	38 gal	27 gal	27 gal
Max. HP capacity	175	175	150	150

STANDARD FEATURES

"L" lounge w/under-seat storage / Movable pedestal table / Barrel helm chair w/pivot slider
2 bow lounges (chaise on 224 & 220) / Color-matched Bimini top / Painted bunk trailer

Convenient bow livewell



Pop-up privacy enclosure



Optional ski tow bar



KEY STANDARD & OPTIONAL FEATURES



Dual cockpit lounges w/table (23 RFL)



FCC option w/2 bow captain's chairs (23 Cruise)



Ski tow bar



Aft fish station (SF models)



Bow trolling motor (SF & SD models)



Faux teak decking (Platinum models)



Mercury Verado® power upgrades (Platinum models)



XL package w/center log (pontoon)



Premium speaker system



Heavy-duty Bimini top (all models)



Privacy curtain (Platinum Cruise)



Deluxe console w/Gussi steering wheel (Platinum)

Contact your local dealer for information regarding features for specific models.

STANDARD FEATURES BY MODEL

- Standard
- Not Available
- * Retractable

	Platinum 25 RFL	Platinum 23 RFL	Platinum 25 Cruise	Platinum 23 Cruise	SS 250XD	SS 250	SS 230	SS 210	SF 234	SF 232	SF 214	SF 194	GS 202	GS 200	SD 224 Angler	SD 220 Cruiser	SD 194 Angler	SD 190 Cruiser	
Construction																			
All-aluminum motor pod	●	●	●	●	●	●	●	●	●	●	●	●	●	●	—	—	—	—	
Bow & stern mooring cleats	*	*	●	*	●	●	●	●	●	●	●	●	●	●	—	—	—	—	
4 ¼" anodized trim band	●	●	●	●	●	●	●	●	●	—	●	●	—	—	—	—	—	—	
Bow (B), port (P) & rear (R) gates	B, P, R	B, P, R	B, P, R	B, P, R	B, P, R	B, P, R	B, P, R	B, P, R	B, P, R	B, P, R	B, P, R	B, P, R	B, P	B, P	—	—	—	—	
1 ¼" anodized raised rails	●	●	●	●	●	●	●	●	●	●	●	●	—	—	—	—	—	—	
Heavy-duty stern boarding ladder	●	●	●	●	●	●	●	●	●	●	●	—	—	—	●	●	●	●	
Deluxe custom-weave carpet	32 oz	32 oz	32 oz	32 oz	22 oz	22 oz	22 oz	22 oz	22 oz	22 oz	22 oz	22 oz	16 oz	16 oz	22 oz	22 oz	22 oz	22 oz	
Vinyl-clad stern extended deck	—	—	—	—	●	—	—	—	—	—	—	—	—	—	—	—	—	—	
LED docking & side nav. lights	●	●	●	●	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Painted bunk trailer w/brakes	—	—	—	—	—	—	—	—	—	—	—	—	—	—	●	●	●	●	
Helm																			
Rotomolded console	—	—	—	—	—	—	—	—	—	—	—	—	●	●	—	—	—	—	
Fiberglass reinforced acrylic console	●	●	●	●	●	●	●	●	●	●	●	●	—	—	●	●	●	●	
Rocker switch panel w/circuit breakers	—	—	—	—	—	—	—	—	●	●	●	●	●	—	—	—	—	—	
Sony® stereo w/MP3 plug-in & 4 speakers	●	●	●	●	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Jensen® stereo w/MP3 plug-in	—	—	—	—	●	●	●	●	●	●	●	●	—	—	●	●	●	●	
12V dash receptacle	●	●	●	●	●	●	●	●	●	●	●	●	—	—	●	●	●	●	
28-qt. hard-sided cooler	—	—	—	—	●	●	●	●	●	●	●	●	—	—	—	—	—	—	
40-qt. soft-sided cooler	—	—	—	—	—	—	—	—	—	—	—	—	—	—	●	●	●	●	
Furniture																			
Reclining helm seat w/swivel & slider	●	●	●	●	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Soft-touch vinyls	●	●	●	●	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
4 matching throw pillows	●	●	●	●	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Stern "L" lounge	●	●	●	●	●	●	●	●	—	—	—	—	●	●	●	●	●	●	
2 bow lounges	●	●	●	●	●	●	●	●	—	—	—	—	●	●	●	●	●	●	
Barrel helm seat w/slider	—	—	—	—	●	●	●	●	●	●	●	●	—	●	●	●	●	●	
Flip/flop helm seat w/storage	—	—	—	—	—	—	—	—	—	—	—	—	●	—	—	—	—	—	
Starboard bow chaise lounge	●	●	●	●	●	●	●	●	—	—	—	—	—	—	●	●	—	—	
Privacy enclosure	●	—	●	●	●	●	●	●	●	—	●	—	—	—	●	●	●	●	
Sun deck pad	—	—	●	●	●	●	●	●	●	●	●	—	—	—	—	●	—	●	
Pedestal table w/cup holders	●	●	●	●	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Kidney pedestal table w/cup holders	—	—	—	—	●	●	●	●	●	●	●	—	—	—	●	●	●	●	
Round pedestal table w/cup holders	—	—	—	—	—	—	—	—	—	—	—	●	●	●	—	—	—	—	
Fishing																			
Aerated livewell(s)	—	—	—	—	—	—	—	—	1	—	1	1	1	—	2	—	2	—	
Pedestal fishing seat(s)	—	—	—	—	—	—	—	—	4	2	4	4	1	—	2	—	2	—	
Bow rod locker	—	—	—	—	—	—	—	—	●	—	—	—	—	—	—	—	—	—	
Stern starboard rod locker	—	—	—	—	—	—	—	—	—	—	●	—	—	—	—	—	—	—	
Bow battery storage w/tackle box	—	—	—	—	—	—	—	—	●	—	●	●	—	—	—	—	—	—	
3 stern rod holders w/2 cup holders	—	—	—	—	—	—	—	—	●	—	●	●	—	—	—	—	—	—	
In-deck rod & gear storage	—	—	—	—	—	—	—	—	—	—	—	—	—	—	●	—	●	—	

All models feature premium 7-ply, pressure-treated plywood decks; all stainless steel hardware; heavy-duty Bimini top with boot and quick disconnects; interior courtesy lights and USCG navigational lights; exclusive, premium-grade DuraLux SRT™ vinyl furniture coverings; tinted windshields with quick disconnects; 4:1 anti-feedback steering; and rotomolded seat bases.



AT PROGRESSIVE, WE KNOW THERE'S MORE TO BOATING THAN BOATS.

That's why we offer coverage for things like fishing gear, life jackets and water toys. And with Total Loss Replacement coverage, we'll even buy you a brand-new boat. So you're free to focus on the important stuff. Like having fun.

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PROGRESSIVE

Progressive Casualty Ins. Co. & its affiliates, Mayfield Village, OH. Total Loss Replacement coverage is subject to policy terms, and is not available for all boats and coverage selections. Available in most states. 11D00383 (05/11)