



SILVERTON
MARINE CORPORATION

AN EMPLOYEE OWNERSHIP COMPANY

Evolving · Excelling · Leading

2006





Taking Value To Great Lengths™

Our yachts are constantly evolving to make them more livable and reliable, more rewarding and enjoyable for those who own them. Evolution is the power to adapt and to recreate oneself in order to meet the ever-changing needs of the market. For as long as Silverton produces boats, we will evolve.

Our yachts are excelling in every measure that our industry and our customers apply to them: fuel economy, responsiveness, seaworthiness, comfort, room, luxury, and the generosity of our standard equipment lists. In their power to perform, to endure, and to provide enjoyment, Silverton's products excel.

Our yachts are leading their class in their ability to instill in those who purchase them a sense of incomparable value. To be the least expensive boat on the market is not a measure of genuine value. We measure value by the lasting satisfaction our products provide, by the exceptional resale value they retain, and by the increasing demand of boaters to join the Silverton family.

Our passion is – as it has been since 1969 – to build boats for people who will never regret having purchased them. As we continue to enlarge our facilities, add personnel, and expand our product line, we will maintain value at any length!

Convertibles ——— 10

- 50C
- 45C
- 42C
- 38C
- 34C

Motor Yachts ——— 42

- 43MY
- 39MY
- 35MY

Sport Bridges ——— 62

- 43SB
- 38SB
- 330SB



EARLY 1950's.
Henry Luhrs began building 26' and 28' lapstrake sea skiffs at Morgan Yacht Basin.



MID-1950's.
Henry Luhrs (*center*) consults with his banking partners.



LATE 1950's.
John Luhrs at work in product finishing at the Morgan Yacht Basin Company manufacturing facility.



CIRCA 1965.
An early Silverton Yacht fiberglass hull undergoes water-testing.



1997.
Warren Luhrs photographed at our sister company, Hunter Marine.



1979.
A Silverton 34 Convertible sprints off the coast.



1996.
John Luhrs, together with his brother Warren, stand today at the helm of Luhrs Marine Group.



1997.
The first SideWalk® series boat, the 372 Motor Yacht, is launched, becoming one of Silverton's all-time best-selling models.



2004.
Silverton celebrates its 35th successive year as a boat builder.



2006.
Silverton introduces the largest model in its long history, the 50 Convertible.

Vision

How does a boat company grow, in less than four decades, from building sea skiffs in a small New Jersey coastal town to a line of Convertible, Motor Yacht, and Sport Bridge models prized by boaters throughout the world? How does it maintain continuity with a tradition of craftsmanship and product dependability when its competitors have not? And how has it elevated its product image from that of the cheapest boats in their class to those of the very highest value overall?

It does so by listening to what its owners want in the boats they own and in those they hope one day to own. By the continual investment in new construction technology, in sophisticated design and manufacturing equipment, in facilities, and in people with the same passion to excel that spurred Silverton founders John and Warren Luhrs to create Silverton Marine Corporation in 1969. A company that has come to be recognized as the premier mid-sized bridge-boat builder, whose day-in and day-out dedication has achieved unsurpassed performance, comfort, and value.

Silverton is committed to the notion that the achievement of product excellence is not an impossible task, but rather one that can be accomplished by progressive management in collaboration with dedicated dealers, manufacturing partners, and owner-employees. We also subscribe to the idea that successful product lines are not fixed and unchanging, but evolve in response to changes in technology, boating habits, and our owners' wishes. At Silverton, we have been *evolving*, *excelling*, and *leading*!

Evolving

Each year Silverton makes improvements to its models in response to the on-water experience of their owners. We remain close to them, not only to assure their satisfaction with the operation and servicing of their boats, but also to acknowledge and address their dissatisfactions. In a real sense, our owners are part of the Silverton design and engineering team. What we learn from them drives the evolutionary process in concert with the expertise of our design and engineering staff.

In Model Year 2006, we are launching or renewing five new Silverton models. Never in our history have we made such significant additions to our line within a single year. Each model is the expression of new construction technologies, of design advancements made possible by Pro-Engineering software, by a supplier organization constantly challenged to meet the most rigorous standards, and by impassioned dealers with the experience and service facilities equal to the demands of some of the world's finest yachts.

Evolution starts with listening. It continues by constant product refinement and a commitment made by individuals to manufacture and support boats of enduring value. At Silverton, we will never be satisfied with repeating the successes of the past any more than a boater will be content to remain forever at the dock or in familiar waters. For us – as it is for you – evolution, like exploration, never ends!



Excelling

Many companies claim excellence, but its attainment is another matter. Silverton understands that success demands a long-term commitment to all those elements of design, manufacturing, craftsmanship, and service that contribute to product excellence.

We excel at creating dynamic exteriors and fluid interiors, which use space imaginatively. At conceiving innovations like our SideWalk® flybridge-to-foredeck passage. At state-of-the-art boatbuilding techniques including the unitized construction of subassemblies and strict quality assurance practices involved in water-testing every boat. Our pursuit of excellence continues with our commitment to handcrafted joinery of furniture-grade cherry-wood solids and veneers, offshore hull design along with other examples of New Jersey boatbuilding craftsmanship. All this – in combination with a select group of only the most qualified dealers – ensures our customers' satisfaction.

As proof of our determination to succeed, we are the proud recipient of the Marine Industry's 2005 CSI Award for Excellence in Customer Satisfaction, in the Inboard Flybridge and Convertible Categories, given by the National Marine Manufacturers Association (NMMA).



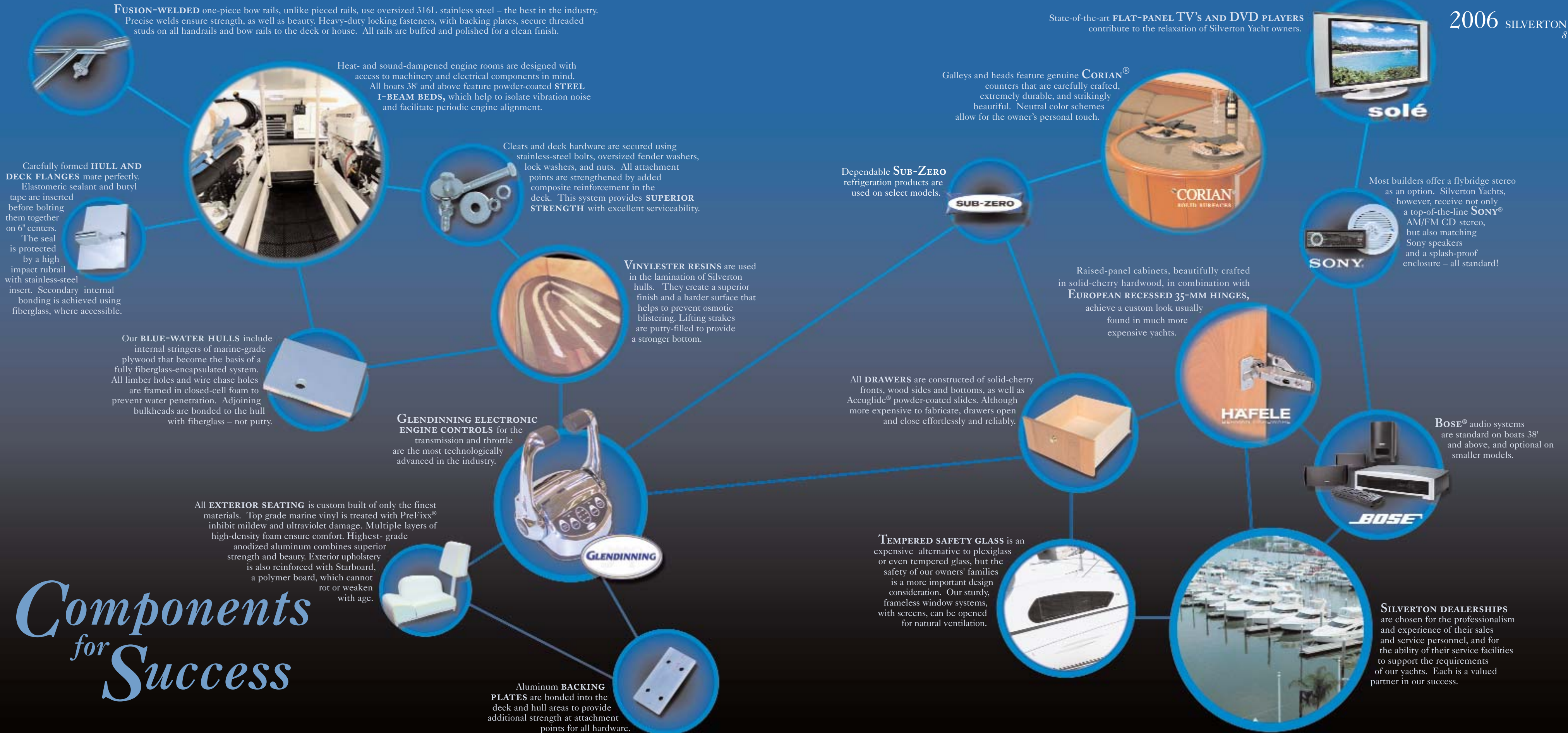
Leading

By what standard is leadership measured? We judge leadership not just by units built and sold, but by industry acceptance and the favorable recognition of the marine press. By innovations in design, manufacturing, and service. And in the final analysis, by customer satisfaction.

By these standards, Silverton has taken the lead. Our Convertible, Sport Bridge, and Motor Yacht models are praised by boating publications for their innovative design, remarkable offshore performance, and ingenious space utilization. And by owners for their superb livability and incomparable value.

How do we define value? By how successfully we meet – and exceed – our customers' expectations in acquiring a boat that costs no more or no less than they judge it to be worth. To pay less for something that proves a disappointment is – in the long run – as unacceptable as having paid too much for it. To be satisfied with a purchase and the price paid for it – this is our definition of value.

Leadership has its obligations. Ours is to build boats that people will be proud to own and to share their experience with those whose opinion they value. Pride of ownership is, ultimately, the greatest value any company can deliver. It has been Silverton's pride to deliver that value consistently and repeatedly.



Components
for
Success



Convertibles

Cornerstone of the Silverton product line, our 34' to 50' Convertibles are recognized for their performance, luxurious interiors, spacious flybridges and cockpits.

Our Most Highly
Evolved Yacht
Proves Her Worth Among
‘Big Boats’

She reaches powerfully toward the distant horizon with standard twin diesel engines, attaining speeds her handsome streamlined exterior suggests. Captains and guests relish the experience beneath a standard hardtop, on a bridge organized for efficient piloting and comfort. With 5' 6" headroom and rubberized diamond-plate flooring, the sound-dampened engine room is indicative of the yacht's "hidden assets." Warmed by glossy and satin-finish cherry wood, the salon possesses a sprawling sofa, with rod storage and recliner, and a sophisticated entertainment center. The dinette area has a roomy settee bracketing a burl and cherry wood table. The large galley is furnished with modern appliances and Corian® countertops. On the lower deck, the luxury continues – in an uncommonly large portside master, a forward guest stateroom, and a third stateroom with over/under berths. All accommodations are enhanced by generous storage and amenities. Two private heads with stall showers complete the layout onboard the yacht with the largest interior volume in her class – destined to be the highest-value "50-footer" in boating.



