



Larsen Marine – “The Place to Be”



*“I love this place. Of course, you do it all here.... there’s everything here a boater could ever want or need... but there’s a lot more to it than that. Larsen Marine just has that “feel.”
It’s what a real boat yard ought to be.”*

Alan Veenstra, Chicago Sailing

44° 22' 4" N 87° 49' 18" W

Convenient Access

Our central location in the heart of a thriving region of boaters and boating communities provides easy and convenient access to and from all harbors from Chicago to Milwaukee.

By plane, train, automobile or boat, you can land at our doorstep, and call for our free shuttle if you like.

Prospective boat buyers come from around the world to the largest brokerage inventory in the region. Our central location does more than help you get to us.... we can also get to you, quickly and efficiently, with our in-season, in-harbor services. We service boats in all harbors from Chicago to Milwaukee, and deliver parts and accessories as well from the largest parts inventory on the western shore of Lake Michigan.





East Yard and Marina

Yacht Basin – Dockage and staging for over 50 boats – Providing convenient and flexible scheduling for dropping off and picking up for storage or service.

Contact Information:

Larsen Marine Service, Inc.

625 Sea Horse Drive
Waukegan, IL 60085

Phone: (847) 336-5456

Fax: (847) 336-5530

Info. Email: MaximizeYourBoatingExperience@LarsenMarine.com

Website: www.LarsenMarine.com

Online Store: www.LarsenMarineStore.com

Racine Sales Office: (262) 498-2969

Larsen Marine is a full service marine facility, serving Lake Michigan sail and power boaters since 1933.

Boat Repair, Maintenance, Customizing – Boat Storage – New and Pre-owned Boat Sales – Brokerage Services – Finance/Insurance/Registration Services – Dry Stack, In/Out Service – Ship's Store

When The Experience Counts

Facilities Update

"XLT"

With our buildings labeled from "A" to "Z", the newest addition to Larsen Marine's complement of storage and service buildings is "XLT." Completed in the fall of 2011, XLT is 20,000 square feet of heated, controlled access space dedicated for boat storage and certain types of service work performed by Larsen Marine technicians.



Restrictions on approved Do-It-Yourself types of work and practices in this state-of-the-art facility preserve a clean environment for boats stored inside, limiting their exposure to careless housekeeping and types of work that are naturally dirty or dusty. Unique, 32 feet tall doors always attract attention and allow for the storage of Extra Large and Tall boats in pristine "XLT" conditions.



XLT also houses additional wash rooms for the far east side of the yard, accessible from the outside and well-positioned near the premium slips at the east end of the harbor.

Expansion of Mast Building

Often referred to as the "spar shed," it's a big deal. Now it's even bigger. It's a facility without parallel in the industry. The addition provides more storage and work space for an increasing number of masts. A custom-made work bench runs the full length of this heated storage, tuning and mast repair center that operates with year-round access.

Sailboat storage options include outside with the mast up, or inside with the mast stored inside this building.



Protected Storage for over 200 Masts

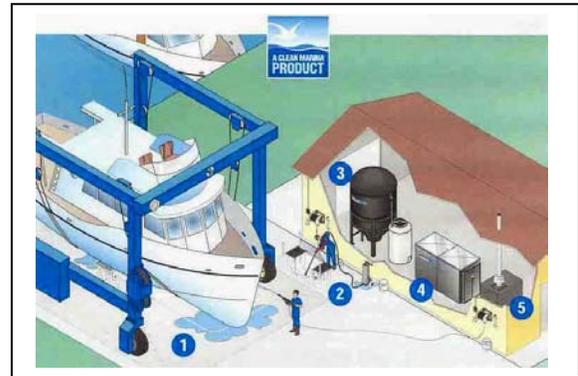


This might be the industry standard for mast handling and storage, but not at Larsen Marine.

Our careful handling of masts is one of many examples of what sets us apart, and we work hard to make it show in everything we do.

Protecting the Environment

Larsen Marine recently made a substantial investment to become the first and only boat yard on Lake Michigan to install the Aquas Waste Water Treatment System for cleansing the water used in power washing boat bottoms. Through a series of collection pits, pumps, tanks and filters, this system treats and recirculates the water eliminating harmful discharges back into the Lake.



The Green Machine



Working Hard for All of Us

This machine works hard, and it works well. The impact is surprising. Despite its industrial capacity, it requires filter changes after every one to two boats during the busy haul-out season. Constant filter changes are evidence of exactly how effective this machine is in helping preserve the environment in and around the lake.

Products and Practices: Larsen Marine operates in accordance with Clean Marine guidelines. Responsibility also extends to boat owners in their adherence to our **Environmental Policies** and Best Practices, which require the use of environmentally friendly products, specified handling and disposition of hazardous materials, and precautionary measures when repairing, maintaining and operating vessels. A critical value of Larsen Marine is to remain a leader in championing environmental responsibility, in which we have a role to play. A printed copy of our Environmental Policies and **Best Management Practices** is available in our Ship's Store and Service Department, and posted prominently throughout the yard.

When The Experience Counts

Information and Events

Engaging and Valuable

As a comprehensive resource for boating, Larsen Marine hosts a showroom series that runs from January through May. Approximately every two weeks, Larsen Marine's indoor boat showroom becomes a theater for presentations by industry experts.

This year's Seminar topics included:

- Safety and Weather Forecasting
- DIY Maintenance Tips
- Sail Trim for Cruising
- Sail Handling for Racing
- Racing Rules
- Mechanical Systems
- Rigging and Tuning
- Diesel Engine Maintenance
- VHF Communications
- Electrical Systems
- Electronics
- Single Handed Sailing
- Fiberglass Gelcoat Restoration





Festive and Fun

Annual Open House and Customer Appreciation Day

Annual Swap Meet

Springtime Saturdays



Lunch: "Captain Ron" wannabe's at your service



Raffle Prizes and Entertainment



The Larsen Marine Grille operates on Saturdays during the spring launch season.

Proceeds benefit Waukegan Yacht Club Junior Sail Program.



John Greviskis and the Ship Shape TV Show came to Larsen Marine in the Spring of 2012 and filmed an episode of this popular series on Boat Improvement.

When The Experience Counts



Fulfilling the Desire for *Care Free* Boating

VIP – Premium Service Programs

“Just wanted to tell you how much I like the VIP Program you had this year. It’s nice to just drop off my boat and have you take care of it. Knowing that Larsen Marine is inspecting the main items gives me peace of mind. As I have said I want a fun boating season and don’t want problems. I also am not one to clean and polish every little thing, so thanks.”



Gold V.I.P.



Silver Status



Bronze Reward

“Come spring I just tell you when I want to leave and all is ready to go. Thanks again,” Michael Alf, 2XStream

Choose One of Three *Care-Free* Off-Season Storage/Maintenance Programs

Enjoy These Benefits:

- Pride in having one of the best looking boats in the harbor.
- Have more fun with predictable and pleasant boating experiences.
- Spend more time using your boat and less time worrying about it.
- Save money and protect the value of your investment.
- Relax. Use your boat safely, comfortably and with confidence.

Premium Service Package Features:

Appearance and Protection

- Exterior
- Interior
- Below Deck
- Bottom Painting

Critical Systems Inspections

- Deck Hardware
- Exhaust
- Thru Hulls
- Steering Systems
- Batteries/12V Electrical
- Water Systems/Plumbing

Basic Mechanical Services

Includes 18 Point Engine and Drive Train Checklist



In-Season Support

- 24/7 Direct Telephone Access to a Service Technician
- No fixed fee or travel time charges for harbor calls - Chicago to Milwaukee
- Optional on-board parts/fluids kit
- Save up to 12% year-round on a variety of Boating Accessories and Services

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Service Package Summaries

	 Gold	 Silver	 Bronze
Pre-Haul Inspection			
Personal/On-board	✓		
Self Inspection Checklist	✓	✓	✓
Cleaning and Protection			
<i>Exterior:</i>			
Clean and Polish Exterior Chrome/Stainless	✓		
Clean Fenders, Lifelines, Shore Power Cord	✓		
Compound and Wax Hullsides/Topsides/Deck	✓	✓	Hull
Hand Wash Entire Exterior	✓	✓	✓
Pressure Wash Bottom	✓	✓	✓
<i>Below Deck:</i>			
Clean Bilge Pump Intake, Inspect Pump Hoses	✓	✓	
Clean and Dry Bilge Area	✓	✓	
<i>Cabin Interior:</i>			
Clean and Protect Interior Wood	✓		
Clean and Polish Interior Chrome/Brass	✓		
Vacuum and Shampoo Carpet/Upholstery	✓		
Clean and Dress Vinyl	✓	✓	
Clean Head and Galley, Inside Cabinets	✓	✓	✓
Clean Windows - Inside and Outside	✓	✓	✓
Store with Odor/Moisture Absorber	✓	✓	✓
Bottom Paint			
Sand Bottom (Vacuum sander)	✓	✓	✓
Paint Bottom, incl. labor and materials	✓	✓	✓
Inspections			
Steering System: Inspect and lube	✓		
12 V Electrical: Check Operation	✓	✓	
Plumbing/Water System Inspection	✓	✓	
Inspect Thru Deck Fittings	✓	✓	
Inspect and Lube Thru Hull Shut Off Valves	✓	✓	✓
General Mechanical Inspections* (See Description)	✓	✓	✓
Other Services			
Batteries: load test, fill, charge prior to launch	✓	✓	✓
Pump Out and Rinse Holding Tank	✓	✓	✓
Add Fuel Conditioner	✓	✓	✓
Service Fresh Water System	✓	✓	✓
Install Visqueen Cover	✓	✓	✓
Post-Launch Inspection			
In Water Check of Functions/Systems	✓		
Engine Start*	✓	✓	✓
In-Season Support			
24/7 Technician Access	✓	✓	
Harbor Calls - No Travel Fees	✓	✓	✓
Optional Parts/Fluids Kit	✓	✓	✓
Year-Round Discounts (See Details)	12%	8%	5%
SQUARE FOOT PRICE	<u>\$10.95</u>	<u>\$8.25</u>	<u>\$6.95</u>



The Square Foot Price is in addition to the storage price per square foot. Signing up for a Premium Service Plan at the same time as your storage contract allows you to pay for the Premium Service Plan with the same convenient terms, including the **3% Prepaid Discount**. See Storage Documents for details.

When The Experience Counts



SAVE TIME and MONEY

Convenient access to the *largest marine parts inventory* on the western shore of Lake Michigan, located at Larsen Marine. On-site Ship's Store for Parts and Supplies, or shop online for an even broader selection of boating accessories.



LarsenMarineStore.com – The expanding assortment of online merchandise updates constantly. Enjoy the convenience of shopping online and having your



purchases shipped directly to you, with the confidence you are doing business with an organization you know and trust.

Coming August, 2012: On-line bill pay. Access your account and pay your bills online through our primary website, LarsenMarine.com.

Simple, Easy Access to the Best in the Business

Larsen Marine - Partnering with Pro's

Larsen Marine's formal arrangements with local specialists make us a truly comprehensive, single-point resource for most, and perhaps all, of your boating needs. Operating through and with Larsen Marine, these professionals deliver the highest quality results within their specialties. Order services through Larsen Marine, and we coordinate and administer the rest. Protect your boating experiences, take advantage of the convenience, and relax with the confidence that comes from dealing with a single, trusted resource to provide for all your boating needs.



Sailing Experiences, Instruction, Rentals, Charters, Port to Port Excursions



Boat Protection and Appearance – Detail, Buff/Wax, Exterior Wash, Interior Cleaning



Sail Services – Cleaning, Repair, New Orders
All the major lofts operate out of Larsen Marine.



Stearns Boating – Rich Stearns - JBoats, Hanse, Racing Support



Custom Canvas – New fabrications, repair, cleaning



Electronics – Installation, Diagnosis, Repair



JEANNEAU



Sailing Lessons, Educational Courses on Sailing, Celestial Navigation, and more

When The Experience Counts



Confidence

Certified Capabilities, Certified Quality

Larsen Marine is Illinois' ONLY Five Star Certified Dealership on Lake Michigan

Marine industry facilities earn this designation by demonstrating their commitment to excellence by meeting high standards in key areas, as certified by the independent Five Star Board:



- Operating Excellence with ISO-like performance standards and practices
- Quality of Facilities
- Professional Sales and Service processes
- CPYB Boat Sales Brokers (Certified Professional Yacht Brokers)
- Achievement of Objective Performance Standards in Customer Satisfaction and Employee Training/Satisfaction – Annual formal Training involving 100% of Service Technicians
- Annual re-certification requiring continuous improvement.

Achieving objective standards is important, but there's more. The Five Star logo depicts the intangible principles governing operations: **Honesty, Integrity, Respect, Courtesy and Professionalism.**

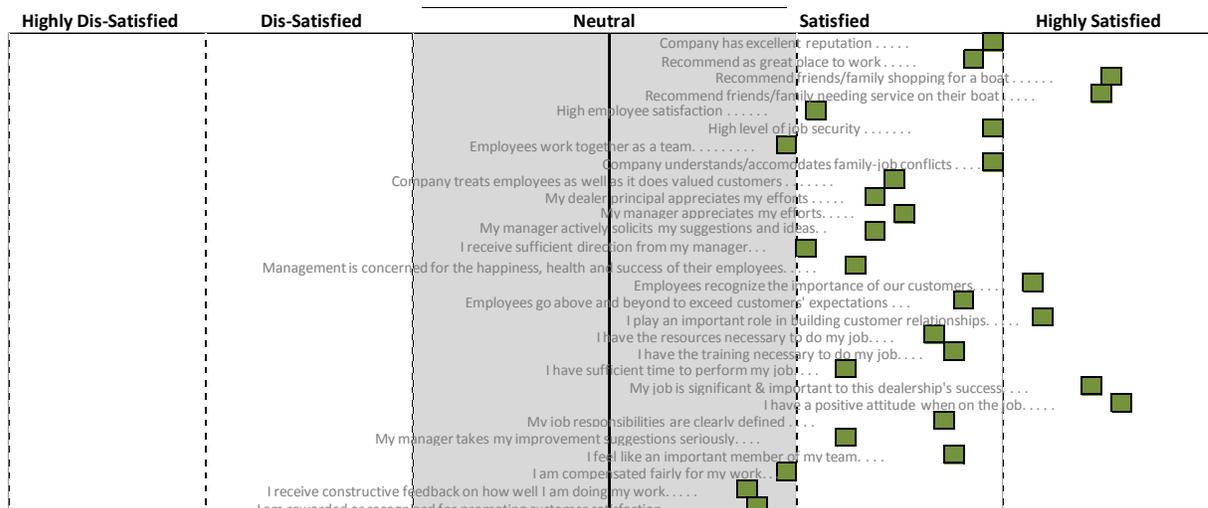
The result: **Confidence** – Confidence that your experience with Larsen Marine is in the highest tier possible among marine facility alternatives.

People Make the Difference

Systems are systems, facilities are facilities... *People* interact: Employees and Customers. Satisfied customers are the key to our success, a fact unchanged since 1933.

Another fact we recognize: A dissatisfied employee rarely performs in a way that produces a satisfied customer. Therefore, we formally and objectively measure both, and distribute the results publicly.

Larsen Marine Employee Satisfaction Survey – Complete Survey Results, Spring 2012

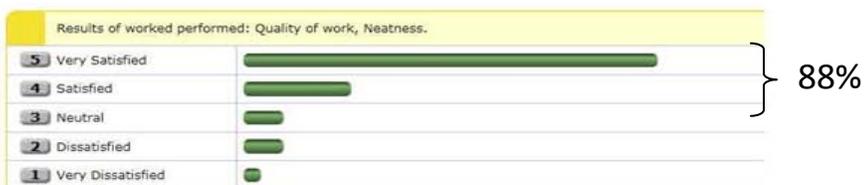
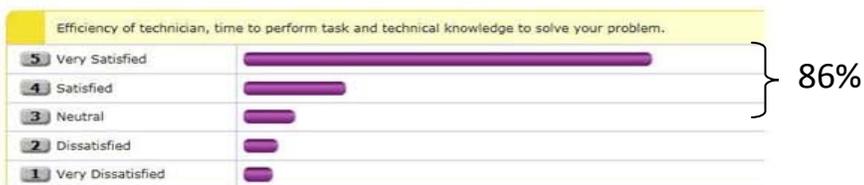
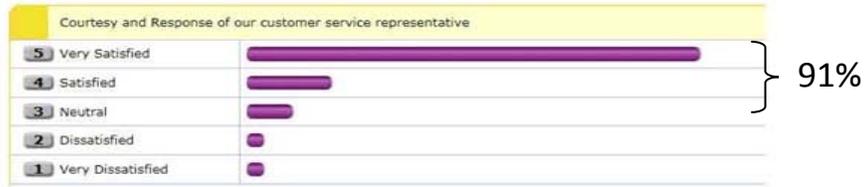


When The Experience Counts



Independent Customer Survey: Twelve Months Ending June 30, 2012

(Percentages of Total Respondents who reported "Satisfied" or "Very Satisfied")



Per the Survey Results:

The overwhelming majority of our Service Department customers said they are "Very Satisfied."

Customer Quote:

"This winter season was my first at Larsen....on a 1-10 scale for overall satisfaction....I'd rate you at about a 14." (5/1/2012)

Customer Quote:

"I cannot say enough about --- and the rest of the Larsen staff.... These folks are true craftsmen." (6/18/2012)

Customer Quote:

"xxx and xxx are my heroes. They provide the best customer service on the planet." (5/11/2011)

Perfect? No – Proud? Yes. Effective service and repair is paramount to safety and trouble-free boating. Boat repair, maintenance and customizing are a combination of art and science. Every boat, boat condition, and job is unique. Our technicians/craftsmen take pride in their work. We'll continue to measure and report our progress and appreciate the objective feedback provided by our customers.

When The Experience Counts



Storage Value Programs

⇒ Late Haul/Early Launch *Discount*

Outside Storage Only - Back rows and outside corners are hard to access when other boats are in the way. Likewise, the last boats hauled are in the way of others launching earlier. We offer discounts to those who want to share in the gains that come from helping our yard operate more efficiently.

Offers and Availability:

20% OFF – Two Options That Qualify:

1. Haul out in November AND Launch in April.
2. Haul out in September AND Launch in June

10% OFF: Any One of the Following Qualifies

1. Haul out in September or November, no launch restrictions
2. Launch in April or June, no haul out restrictions



Commitments must be agreed to in advance, upon contract submission.

All SAVINGS opportunities are first come, first served.

Approximately **30 Available**, subject to boat sizes and schedule options selected.

Offers not valid in combination with any other promotional services or discounts.

For more information, contact Kathy Sivia: ksivia@larsenmarine.com

⇒ Referral *Rewards* Program

Once you are a contracted storage customer for the 2012-2013 season, you can earn \$300 Larsen Marine Certificates of Value for every referral you make who comes in as a new storage customer for the 2012-2013 Winter season. Contact Kathy Sivia for additional details and qualifications.



Certificate of Value

\$300

NAME: _____

Redeemable in the amount of Three Hundred Dollars and no/100

Entitles holder to \$300 credit on Ship's Store or Service Department purchases

Memo: Storage Customer Referral Authorized by: _____