

Who's Who In Michigan BusinessSM

Advertising Feature by Suzie Newberg

Keep Afloat With A Quality Boat From Wilson Marine Corporation.

Have you ever thought about the fact that there are very few popular sports available, that bring the family together for enjoyable wholesome fun and total relaxation, as well as boating can!

Luckily for the community Ken Wilson an expert in all facets of this venture still believes in the old adage "The family that spends time together stays together," and for this reason promotes boating as an excellent means for family outings.

Wilson Marine Corporation, a family owned business, founded by Ken Wilson forty years ago is by far top of the line in the merchandise he offers and in the manner he, his sons Rick, Ron and Randy, and the support staff of 20 expert technicians treat their customers in personalized sales and service.

Wilson Marine offers a broad spectrum of Cruisers, Run-a-bouts, fishing boats and pontoons with a range comparable to none.

From Bayliner (the largest selling) to the prestigious Chris Craft and Century, to the aluminum Blue Fin fishing boats to the popular Pontoons, Wilson Marine offers not only a complete selection, for every boating need possible but also exceptional personalized service.

Wilson Marine Corporation located at 6095 Grand River in Brighton is centrally located for a majority of surrounding communities and worth the approximate thirty minute scenic drive to see the outstanding showroom that houses exquisite boats and all types of boating paraphernalia.

From life jackets, to fire extinguishers, line, cable, skis and ski ropes as well as

fishing chairs etc. . . If it has to do with boating it will be available at Wilson Marine.

If you're contemplating boating as a novice you can experiment with the popular Bayliner moderately priced from \$4,500 for a beginner ski package to \$8,000 or purchase a beautiful cruiser or run-a-bout to try out this new experience and see how you like the sport.

As you advance in boating to see how you'll like the sport there are the 17 to 19 foot run-a-bouts and cruisers that are extremely popular boats for families or otherwise (priced from \$10,000 to \$20,000).

Top of the line can go from \$20,000 to \$80,000 for an exceptional cruiser as well as off shore boats.

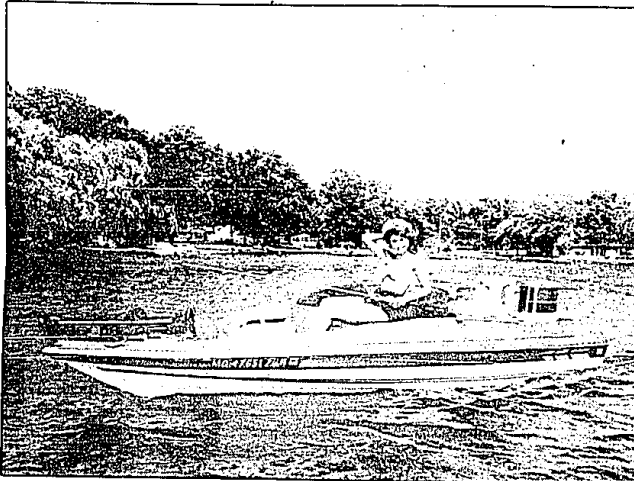
Whatever your preference you'll feel confident to know that boating is an investment with high return because the depreciation of a boat is exceptionally low and the life of a well groomed boat could exceed twenty years.

Financing is also very reasonable, you're looking at an approximate \$10,000 loan that can be financed over a ten year period (with boating payments that can run as low as \$100 per month).

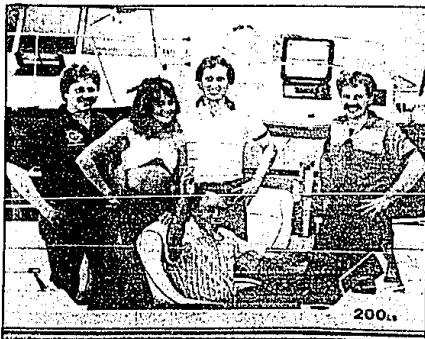
When you purchase your boat at Wilson Marine you have many advantages, one is that the boat can be delivered to you but the fact that they are located on lake Chemung, gives you the option of taking it out for 45 minutes worth of instruction because as Mr. Wilson notes "there is more to testing a boat than just seeing if the engine runs. You must also test the steering, the radio sound and the overall performance of the boat."



Launch your summer with safety in a Viking sport deck boat by Chris Craft!



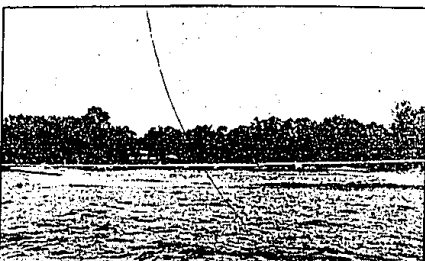
Do your fishing in a vessel of distinction!



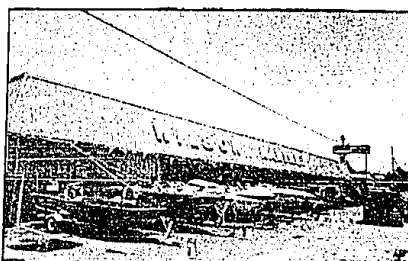
Ken Wilson is the driving force and his sons the expert navigators of Wilson Marine Corporation!



Century, Chris Craft, Bayliner too. . . whatever your pleasure we'll have it for you.



Water skiing is the sport. Enjoy it more in a run-a-bout that offers reliability.



Keep afloat with a quality boat from Wilson Marine Corporation!

Also when picking up your new boat from Wilson Marine you can be sure of one that is spanking clean. (There are no surprises of sawdust or water underneath the seats) When you pick up your boat from Wilson Marine it's ready to be launched.

Used boats are a very marketable item at this company and the average amount you'll spend is anywhere from \$3,000 to \$30,000 accompanied with a warranty. (Extended warranties are available on all new boats as well as many used boats for up to 5 years at a very reasonable cost.)

Storage is available (indoor and outdoor). Their indoor storage is state of the art, each boat has its own area (above ground) and the building that Wilson Marine uses for storage is 25,000 square feet of dry rack storage.

Outdoor storage is also a possibility either with a shrink wrap program or a customers own cover.

When a boat is brought in for storage the options are also available for winterizing, and spring commissionings, as well as all types of services.

Many people have found that the conveniences of a trailer is worth the price (those too are available at Wilson Marine).

Many are not aware of the advantages of a hoist (a means of lifting your boat above the water) what it saves you in anxiety in regards to preserving your boat, is worth the additional cost.

A hoist also preserves the life of your boat and keeps it safe during turbulent weather. One main advantage of a hoist is to avoid marine growth and promote top performance of your boat year after year. A boat is porous and if it consistently stays in the water, gel coat bubbles may appear along with marine growth and when you consider your boat is a major purchase, why not spend a little extra to ensure the longest possible life.

Boating is an experience that in every aspect contributes to your increased enjoyment of life. So if you haven't tried it already or if you are ready for something new in boating, settle for only the experts at Wilson Marine Corporation and launch your summer with safety!

Arrange to come out now at the peak of the season and select from a full range of the popular models. By mentioning this article you will receive a free gift with the purchase of your new boat!

Photos by John Hamblin

Model Kimberly Smith