



WORLD CHAMPION BOATBUILDER FOR OVER 40 YEARS

4737 Adams Road, Chattanooga TN 37343 (423)875-0740 Fax (423)875-4011

www.optistuff.com

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McLAUGHLIN NEWSLETTER MARCH 2005



EXPORTING OF OPTIMIST VERY STRONG

As a result of our excellent finishes at the 2002 and 2004 World Championships McLaughlin is receiving inquiries from around the world. January which is normally a dead month saw over 120 Optimists shipped to Sweden, Japan, Spain, Israel, Netherlands, Germany, Bahamas, Turkey, China and Puerto Rico. Orders are pending for Canada, Ecuador and New Zealand.

2005 RETAIL BOAT PRICE HANDOUT

Attached is your 2005 retail boat price handout in PDF. It has a blank box to stamp your contact information. The flyer can be e-mailed, printed in black/white or color. Notice that the boat in the picture has a clear transom.

ANDERSEN BAILERS

Many of you may not realize it but Larsen Marketing is a wholesale distributor of stainless Andersen bailers. These use to be called Elvstrom bailers. Call David if you need a parts and price sheet. 423 875 6007

DOLLY PRICES REDUCE AGAIN - NEW 2005 PRODUCTS

We are changing dealer wholesale pricing on the dolly EX1076 to \$159 each and \$154 in groups of 5. With the new pricing you make more dollars per sale with the Optiparts then with the Seitech. With spring boat delivery you can get free shipping. The 2005 dolly includes the "BOW WOW", a unique bow locking system which prevents the boat from sliding off, a new stainless foot to prevent wear, and a new quick release stainless wheel locking pin replacing the plated clip that could wear out. We have Optiparts New



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Rule Blades in stock. The EX11154T New Rule Standard Blade offers high quality at a very reasonable price. Check out the revolutionary carbon fiber Barracuda Laser tiller. It's lightweight and unique design makes it the tiller of choice. Trust Me! Get one in stock I guarantee it will sell.

SOUTH AMERICAN CHAMPIONSHIPS BEGIN

Of the 15 American Optimist Sailors competing this week in Buenos Aires, Argentina 12 of them qualified in a McLaughlin Optimist. At the Mid Winters Team Qualifying event held in New Orleans this past November, McLaughlin's New 2005 hull dominated the field.



PHONE NUMBERS

The 800 number associated with Larsen is being disconnect, 800 292 6784. We are adding more roll over lines to reduce phone messaging. The following are in the **423** area code.

Larsen:	David Sherman	875 6007, Cell 504 0979
McLaughlin:	Spencer Wiberley	875 0740, Cell 432 6501
Accounting	Alisa Forester	423 875 4040
Factory	Mike Sherman	423 875 4040, 400 7517
Engineering	Steve Sherman	423 875 0742, 432 6501
Office Fax		423 875 4011



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OPTISAILORS PRO RACER – CLEAR TRANSOMS

Sales have been strong for the new Optisailors Pro Racer being built and designed under the watchful eye of world-renowned coach Alejandro Sole. Some of you may have already heard about the new clear transom hulls that were at the Mid Winters and Orange bowl. The clear transom hull is above and on the attached 2005 Boat price sheet. It can be ordered as an option only on the Optisailors model. The Optisailors package is premium in every respect. From the hiking straps, non-skid, mainsheet block system, mast step, tapered mainsheet, air bags to the daggerboard lift system, all is new and specially manufactured for this model. 8 of the new models will be delivered at the US Team Trials to be held in Annapolis during April and Literature defining specific advantages is on its way. 4 dealers have already sold several of the clear transom hulls. Contact Spencer if you have any questions in the mean time.

Sales of the Optisailors DVD on expert boat handling have been strong around the World. If you have not seen a copy give Alisa a call. A second DVD is in editing and features the clear transom Optisailors hull.

OPTIMIST TRAILER AND STORAGE GUIDE

Steve has recently written a guide to “Optimist Trailer and Storage”. We receive so many requests for help with trailers and storage each year we decided to put together as many drawings, photographs and ideas as we could find. The finished guide will be posted under FAQ’s on our web site. Along with Instructions on Gelcoat Repair, Tuning Guides, Owners Manuals, etc. Many of the web sections are being updated and the PDF versions can be very useful as sales information for your customers. The “Hull Spec and Package Comparison” printed out is probably the best.



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2006 CHARTERS

McLaughlin is being considered as the Charter boat for the 2006 Europeans, the 2006 North Americans and the 2006 South Americans. Realistically we will only do one of these events. These large charters provide reduced priced Opti's for you our dealer. Needless to say we are in full production and plan to stay that way until at least the fall of 2006.

