



# Smoker Craft V-Hulls

Competitive Analysis

Model Year 2007



# Construction Comparison: Smoker Craft vs. Lund

## Lund Construction:

Lund

- 2 Piece Bottom
- Keel to cover  
Welded Bottom
- No Keels
- Riveted Spray Rail
- Foam Gaps Under  
the Floor
- Only I-Beams (no  
ribs)
- No AIRS System





# Brand Comparison: Smoker Craft vs. Lund



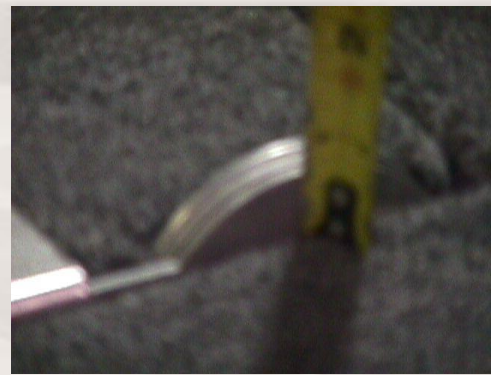
We use color coordinated handles, easy to grab



We finish off lid doors where Lund likes to cut corners



We hide hinges on the deck not in a place you can trip on it



We use powder coated floor bases







# Brand Comparison: Smoker Craft vs. Lund



We use sporty brow, big gauges.



We use center hinges and finishes off the seats, never shows wood





# Product Comparison: 161 Pro Angler vs. Lund 1660 Classic

## 161 Pro Angler



**Center Line:**  
16'0" vs. 16'3"

**Beam:**  
81" vs. 84"

**Hull Weight:**  
600# vs. 840#

**Thickness (Bottom):**  
.100 vs. .080

**Aft Deck:**  
Yes vs. Yes

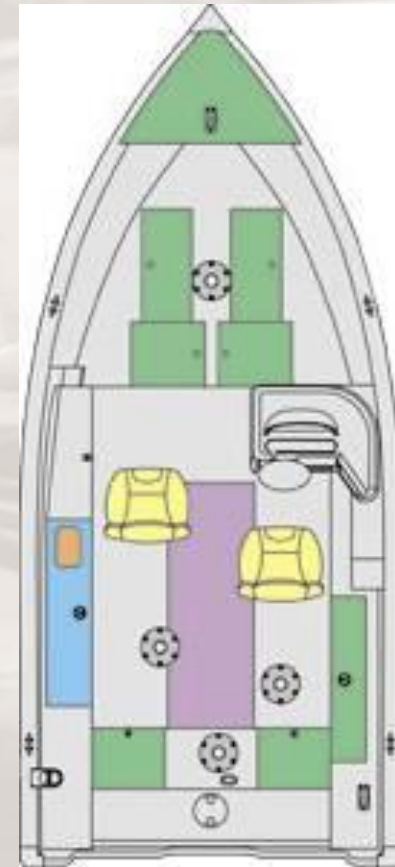
**Max Capacity:**  
1200# vs. 1350#

**# of Seats:**  
3 vs. 2

**Built in Fuel Tank:**  
16 gl vs. 19 gl

**Dealer Price:**  
Lund +\$1000 w/o cover

## Lund 1660 Classic SS





# Product Comparison:

## 161 Pro Angler vs. Lund 1660 Classic

### (5) Console and Gauges

## Important Items to Compare

**(1) 3 Keels vs. 1 Keel**

**(2) 3 Seats vs. 2 Seats**

**(3) .100 Bottom vs. .080 Bottom**

**(4) Price!**







# Product Comparison:

## 172 Ultima vs. Lund 1700 Pro Sport

### 172 Ultima



Center Line:  
**17'2" vs. 17'**

Beam:  
**91" vs. 88"**

Max HP Cap.:  
**130 vs. 115**

Thickness (Bottom):  
**.100 vs. 080**

Cockpit Length:

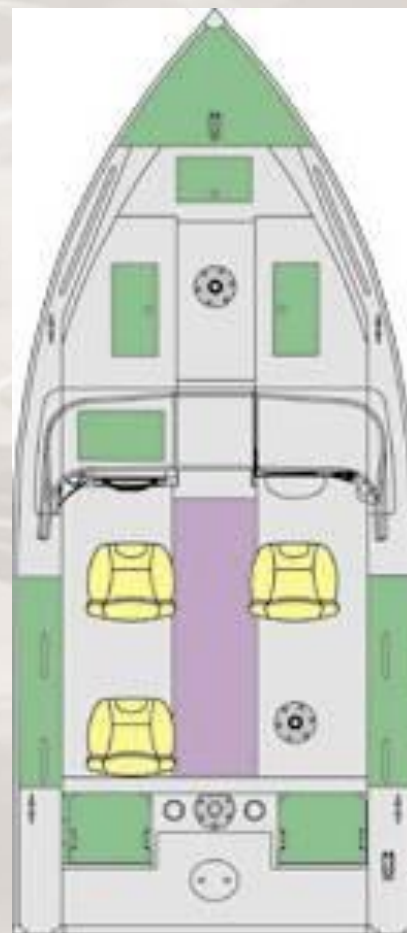
Interior Depth

Fuel Capacity:  
24 gal. vs. 24 gal

Rod Storage:  
**2 Sides vs 1 Side**

Dealer Price:  
**Lund is +\$500 w/o Cover**

### Lund 1700 Pro Sport





# Product Comparison:

172 Ultima vs. Lund 1700 Pro Sport

## Important Items to Compare

- Bow Deck Space & Trolling Motor Panel
- Rear Seats w/ Exposed Hinge on Casting Deck
- Usable Cockpit Space
- 5 Keels vs. 1 Keel
- Bottom Thickness
- Console & Gauges





# Product Comparison:

## 172 Ultima vs. Lund 1750 Tye

### 172 Ultima



**Center Line:**  
17'2" vs. 17'6"

**Beam:**  
91" vs. 93"

**Thickness (Bottom):**  
.100 vs. .100

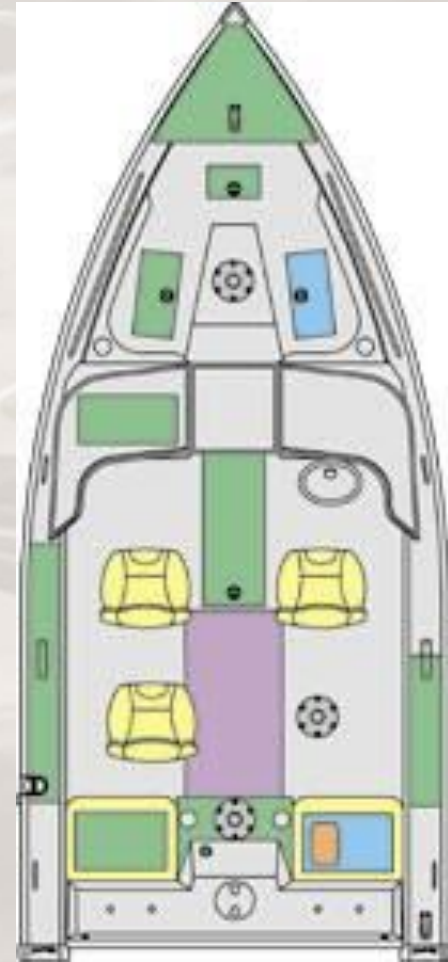
**Fuel Capacity:**  
24 gal. vs. 27 gal.

**Dealer Price:**  
**Lund +\$4000 w/o cover**

**Is there Really More Space?**

- Ultima has Larger Stern Deck*
- Ultima's Raked Back Bow provides more bow room.*
- Ultima's Stern seats open up the cockpit*

### Lund 1750 Tye





Thank You