

Why Shorestation?

- Backed by over 50 years of experience in manufacturing the highest quality boat hoists; there is not even a close second in business today.
- **Close proximity of winch drum to post** reduces moment load on winch post, resulting in less twisting and strain on winch post that can result in winch deformation. Get out in your storage fields and compare this to Craftlander, Hewitt, Lakeshore, Floe, etc...
- Shorestation features a **grooved drum on their winch assemblies for 5,000lb and up**, meaning less self-contact on cables. The drums on 4,000 and below are spaced such that the cable will never wind over itself during normal operation. This results in longer average cable replacement times with Shorestation.
- **Standard** stop mechanisms/limit switches protect the end user from damaging their lift.
- Winch ratios designed to keep wheel load under 35lbs under full load
- **Fully integrated direct drive system!** Not an aftermarket (or afterthought) motor. Our direct drive motors are paired with winches to ensure that the motor will be used at or below its rated load capacity. The attractive Shorestation direct drive enclosure ensures superior protection from the elements (UV Rays, water penetration).
- **Shorestation winch tube results in equal lifting force being applied to the front and back of the cradle!** Compare this to Craftland'r, Lakeshore, Floe, where lifting force is only applied to the corner of the cradle by the winch. It also results in the majority of the lifting cable staying high and dry inside of the winch tube.
- Competitors tout their "V-Frame" entry as an advantage over Shorestation for ease of entry into the lift. In addition to all of the advantages listed above, the ability to raise and lower the Shorestation winch tube's height ensures that your customer will have a conveniently placed step in order to enter their watercraft. (Please recommend HA0003 "Hoist Boarding Assist Step" to provide handles and a carpeted step for safe entry into boat.)
- **Compare cable diameter!** Shorestation utilizes 7x19 stainless wire rope for flexibility and strength.
- Shorestation is the only company to utilize **Gar-Max®** filament wound bearings in their sheaves. They are industrial strength, require no lubricant, and designed for corrosive environments.
- **Fasteners vs. Welds!** When you invest in a Shorestation boat lift, you are buying a lift that will be as serviceable ten years from now as it is today. This is as important to the installer that crumples a lower frame tube as it is to the customer who encounters storm damage.
- **Shorestation Hydraulic boat lifts are unparalleled in performance and reliability.** Our competitors tout their "cable free" hydraulics. Shorestation's utilization of cables in their hydraulic systems allows the **entire hydraulic system to never enter the water.** It also ensures that when the lift is in the up position (where it spends 99% of its life) that its ram is completely inside they cylinder, safe and bathed in hydraulic oil. And since the cables never wind, they will never break under normal operating conditions. Compare this to the competitors, who have multiple cylinders mounted underwater. More cylinders = more potential for failure and costly repairs.
- Our poly bunks are not *just* designed to be maintenance free; they are designed to perform with the characteristics that your boat needs. The gauge and shape of the aluminum is designed to give

the bunk similar flexibility to wooden bunks while retaining a high level of resiliency. Our bunks also utilize a **high density poly material which is attached via extrusion, not rivets or screws.** The high density material ensures that the bunks will not be subject to sand intrusion, which can wreak havoc on a fiberglass hull.

- Buying a Shorestation means that you have the advantage of a dedicated team of engineers designing unique and functional accessories to help you dock and protect your boat more effectively than other brands of lifts allow. Accessories such as spring loaded centering devices, integrated pontoon support and guide systems, integrated remote operated LED courtesy lights, and corner bumpers are simply not available on competitor's lifts. Informed boaters will gladly pay for convenience and safety!
- Parts availability for the products you buy today, decades from today. Shorestation's owner support is second to none in the dock and hoist business, and they have a long history to back this up.
- **Iron-clad warranty:** When Shorestation guarantees your hoist for 15 years, you know they will be around when that time comes.
- **Robust, purpose-driven design, state of the art manufacturing, and unparalleled service and support** set our brand apart from the competitors. These are just a few points that can easily help rationalize the value found in a Shorestation.

