

the Boat

You may be interested in what was going through my head while I was designing the new 323. In a nutshell... the young adults of America, to my way of thinking, are bringing an exciting new dimension to sailing. A dimension that reflects their attitudes—lifestyle, values and approach to their leisure time activities.

Be it skiing, surfing, camping, canoeing or sailing, the younger generation is doing things with a flair that cannot be denied. They're seeking quality, style, performance, informality, resale value and no hassles.

Then too, after a couple of my recent trips to the continent, I came away impressed with some of the international styling and innovation. Functional, pleasing touches that, in my opinion, deserved consideration.

So I set about to design an honest cruising boat with youthful ideas and an international flavor. The 323's underbody configuration is as modern as her profile is traditional.

To look fast is one thing. To go fast in comfort is quite another.

After all, the water is only concerned with what it touches.

The combination gave me a big, roomy 32-footer that really gets up and goes. But to look classic doesn't mean you have to leave out fresh ideas, so the 323 has a lot of refinements like a recessed anchor well forward, compartments aft for propane gas cylinders and 6-man life raft, a molded-in chart table, smoked windows, an accent stripe around the coachroof, and a number of other refinements both above and below decks that I consider real progress in both design and construction.

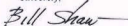
Oh, one more thing. With the price of things today climbing the rigging, I had to develop some procedures that would maintain or improve our quality while holding or reducing costs. We did that too. So take a real close look at our new 323.

She features the best of international design for today's young at heart.


PEARSON YACHTS

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Sincerely,


William H. Shaw