

LIKE TIGHTENING DOWN THE DRAG ON A BIG FISH, HATTERAS PUTS THE PRESSURE ON THE CUSTOM BOAT MARKET WITH A NEW SERIES OF SPECIAL ENGINEROOM AND TOURNAMENT PACKAGES

Double Takes

In another time, when you wanted a special boat, you knocked on the door of a custom builder and waited a year before the first ride. These days, people are achieving levels of financial success in their 30s and 40s their parents struggled entire careers to attain. These young people want things their way and they want them *now!*

To attract this new generation of picky, impatient, well-heeled buyers and to offer regular customers something fresh, Hatteras Yachts has begun offering existing models with high degrees of customization available, particularly in exterior styling and engine room configuration. They are hoping the approach appeals to people who want something fancier and more personal than white bread, but that runs on a time-tested bottom and can be delivered in a fraction of the time it takes to build a custom boat.

Two boats, the teal-green 50 Convertible, *Moderation*, and the powder-blue 54 Convertible, *Cat in the Hatt*, are the testbeds for this new approach. Both yachts

are big departures in the style department, but each is pure pedigreed Hatteras.

The motivation behind the move was provided by Bob Hoste of Cape Island Marina and Yacht Sales in Waretown, N.J. His plan took root a couple years back when he visited the Hatteras plant to check on a customer's 54 that had been freshly pulled from the mold. The beauty of that boat, as Hoste saw it, was in the simplicity of her hull. It was big and brawny, but had the clean look custom-built boats are noted for.

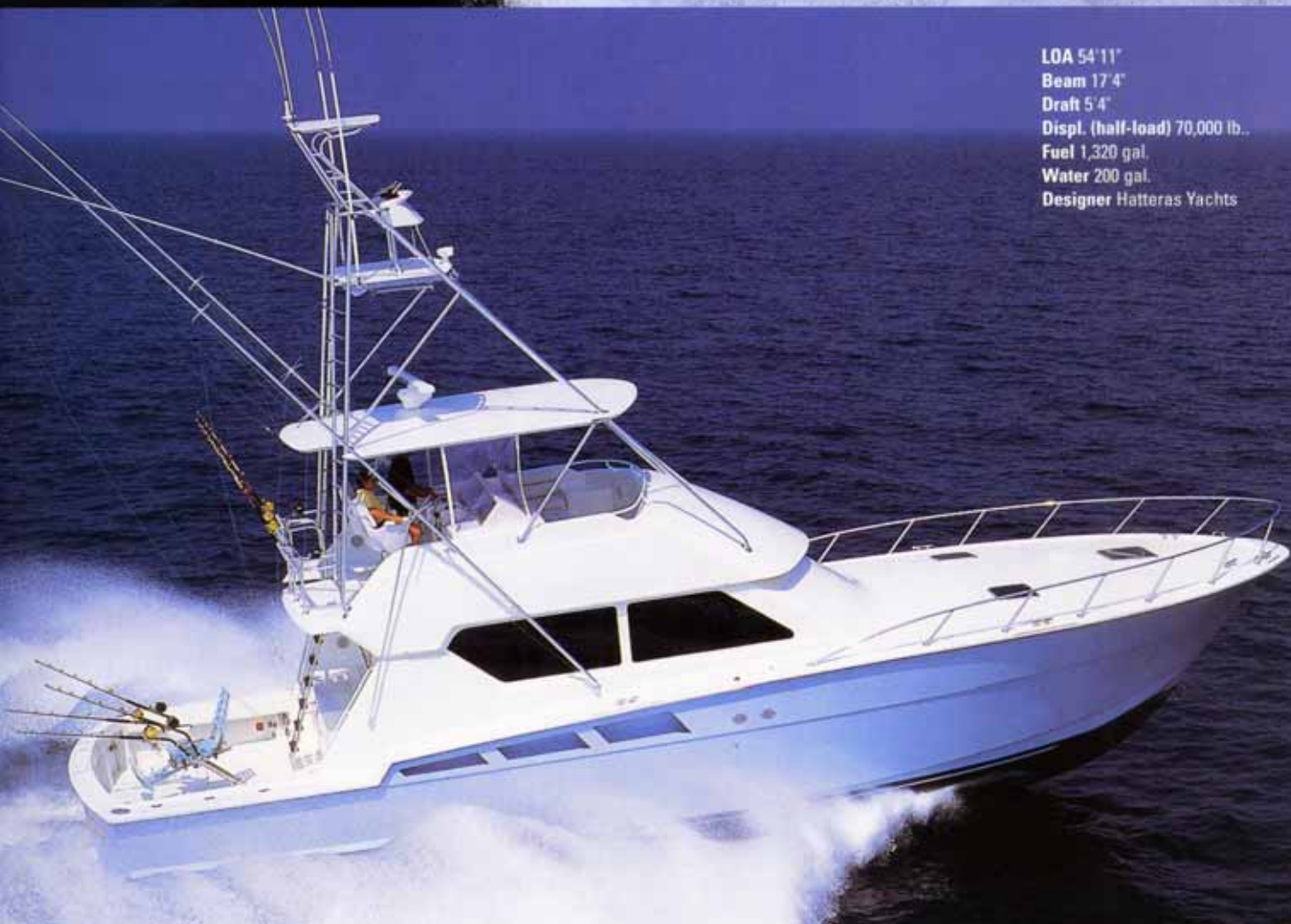
He knew, too, that when the topsides went on, more than three decades of Hatteras engineering would rear its head with bow and safety rails, horns, windcreens, lights, stripes and other gear. By redirecting some of what he viewed as equipment overkill, Hoste believed the boats could achieve a customized look without sacrificing the reputation for offshore integrity Hatteras has cultivated. That 54 left the factory with a green bottom and feature stripes instead of the

BY PETER FREDERIKSEN

LOA 50'10"
Beam 16'1"
Draft 5'3"
Displ. (half-load) 60,000 lb.
Fuel 890 gal.
Water 184 gal.
Designer Hatteras Yachts



LOA 54'11"
Beam 17'4"
Draft 5'4"
Displ. (half-load) 70,000 lb..
Fuel 1,320 gal.
Water 200 gal.
Designer Hatteras Yachts





Clockwise from above: Mid-level galley opens up saloon. MTUs get more breathing room by moving equipment out of the engine room. The tournament-style bridge has single-lever controls.

more familiar black.

This was a small beginning. Next came a 43 Convertible with an electric green Imron paint job. She went on to win two major East Coast fishing tournaments within a month of delivery. The owner of that yacht promptly sat down with Hoste and planned his new 50: *Moderation*.

From the keel up, *Moderation* is anything but. Walking down the dock or spotting the boat offshore working the thousand fathom ledge, you have to do a double take to be sure she's a Hatteras. The absence of glitz is obvious. Gone are the bowrail and pulpit. The running lights and air horns are recessed. Feature stripes are non-existent, leaving an aggressive profile as clean as fresh snow. Look closer, though, and the boat glows with the special touches that in the past drove buyers to the custom mar-quees. The frameless saloon windows, for example, and the powder-coated shelter cabin grabrails that follow the outline of the house to modernize the exterior and reduce maintenance.

By extending the overhang, *Moderation* gains more square footage on the flying bridge and provides anglers in waiting additional shade in the cockpit without the need for a canvas top. The helm is designed around a center pod similar to a custom-built sportfisherman with single lever controls and all the electronics in front of the helmsman. In lieu of a tinted windscreen, the helm is shielded with a three-sided clear enclosure.

While Hatteras is a production builder, no two boats are ever exactly alike. The interior of *Moderation* reflects owner John Canavari's lifestyle. A tournament fisherman, he doesn't cook aboard when he returns to the dock. When not fishing, he's entertaining. Thus, the galley was



scaled down and moved to mid-level, which opens the saloon to twice its original size. This left room for a huge wrap-around lounge, audio/visual center with a 35" television, even a full-size wine locker. Maple joinerwork replaces the traditional teak.

To bring the distant canyons closer to shore, *Moderation* is powered with twin 12-cylinder MTUs. Top speed ranges 35 to 38 knots with a 3:1 reduction gear and five-bladed propellers. Some things Hatteras won't tamper with, such as structural bulkheads, drive trains or safety gear. But to accommodate this much iron, the engineroom had to be addressed. Hatteras has never been bashful about loading their boats with engineering systems. To the uninitiated, Hatteras enginerooms could appear daunting. Aboard *Moderation*, clutter was cleared out by moving the water heater and pumps to an easily accessible compartment under the galley sole.

HATTERAS HAS NEVER BEEN BASHFUL ABOUT LOADING UP ITS ENGINEROOMS WITH SOPHISTICATED SYSTEMS

Systems were simplified. Fuel manifold plumbing and valves were eliminated and replaced with a transfer pump. Where there once were hard copper lines for fuel and hydraulic steering, there is now blue Aeroquip hose. Dripless shaft and rudder post seals keep raw water out of the Awlgrip-painted bilge. Wiring runs were cleaned up and cables are protected in white trays. Many of these custom touches are now offered by Hatteras as special tournament and engineroom packages.

The second boat in the series and slightly less radical than *Moderation*, *Cat in the Hatt*, with twin 1,300-hp 3412TA Cater-

pillars, is Hoste's demo boat. While she retains the familiar three-stateroom, three-head layout, her interior also is customized with maple joinery and the European-style galley. She too sports many custom exterior touches, including the frameless windows, low-profile bowrail, tournament pod helm and extended flying bridge deck which call attention to her light powder blue hull with matching fighting chair in the cockpit. More fuel capacity and refrigerated fish boxes under the cockpit sole give the 54 longer legs to travel distant waters. And at 35.5 knots, this 54 has the speed of the '90s.

While the 50 and 54 are pedigreed yachts with more than three decades of engineering following them out to sea each time they leave the dock, there's still another level when these owners choose to move up. Owners of the 50, for instance, will likely look into a 54 or 65, while 54 owners generally express interest in a 65 or the new 70. Either way, new Hatterases will feature many of the evolving designs that propel the builder far into the '90s and beyond. □

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Euro galley (below) features undercounter refrigeration. Standing headroom between the engines (left) eases maintenance. A grabrail on flying bridge replaces wind-screen.

