

3480 CENTER CONSOLE

PURSUIT'S 3480

A FINELY TUNED SPORTFISHING BOAT BY LYNN TIFFANY

Over the past 20 years, **PURSUIT HAS BUILT A SOLID REPUTATION** for building strong, fast and capable sportfishing boats at its Fort Pierce plant. The company, a division of S2 Yachts, recently released the new 3480 Center Console. Pursuit's high-performance 3480 is a beautifully fine-tuned sportfishing boat. It is also very popular – there is a six-month waiting list for it.

Don't put off placing an order for the new boat. "We are currently looking at production schedules to see what possibility we have in increasing delivery time," says Paul Perry, vice presi-



dent of sales and marketing. “Our order backlog is very impressive.” With classic lines, advanced marine technology and twin Yamaha 300 High Pressure Direct Injection (HPDI) engines, this is the boat for the serious angler.

Leon Slikkers, Pursuit’s president and CEO, had humble beginnings. After about 10 years of making cabin tops at Chris-Craft, Slikkers started building his own boats in 1956 in his garage in Holland, MI. The easily trailered Slickcraft, with its deep-vee hull, quickly became a popular choice for the growing market of boaters.

Slickcraft was moved from Slikkers’s garage and into a factory in Holland, MI during the early 1960s. Slikkers sold his company to American Machine & Foundry (AMF) in the late 1960s, but remained with them until the mid-1970s, when he left to start S2 Yachts. The plant is home to the Tiara Yachts line, also founded by Slikkers.

An increasing demand for sportfishing boats resulted in the Pursuit line in 1977. Pursuit moved to Florida from Michigan in 1983; the southern location offered a great climate for sportfishermen who wanted to experience these boats first hand. Fort Pierce has proven to be an ideal spot for manufacturing and design, distribution, and labor concerns. The plant is conveniently near the water for sea trials and is across the street from the St. Lucie County International Airport, allowing for ease of travel for company executives and boat buyers.

Though the Tiara line is his love, Slikkers spends about two or three weeks each month in Fort Pierce at Pursuit. At age 84, he remains active in the development of the boats and in the expansion of his company’s divisions, which now make 22- to 38-foot offshore, center console, walkaround and Denali fishing boats.

Pursuit has long been all about fishing. From an 18-foot center console to a 26-foot center console with dual consoles, the lineup is designed for the dedicated fisherman. The 3480 is no

exception – it even looks intimidating.

Florida is a great place to fish, but conditions are not always ideal. Input from local fishermen, scientists and writers who specialize in the outdoors, was used to ensure this boat accommodated every need, from storage to speed.

“The tournament sportfisherman needs something that can go at top speed and give a smooth ride in a five- to seven-foot chop ... this boat is for the die-hards.” said Michele Von Gerichten, marketing director for Pursuit’s Fort Pierce operation.

Advanced marine technology helps increase efficiency and performance. The 3480, with a notched transom, a 24.5-degree dead rise and a three-piece hull construction, is designed so an angler will be just as comfortable standing on the gunwale as he is gunning the motor.

Comfort was not sacrificed for durability. Nothing about the boat’s classic shear lines will impede fishermen. The bow rail, hardware, navigation lights and pop-up cleats are flush-mounted. The fully bolstered gunwale is cushioned in heavy-duty vinyl. Starboard racks hold gaffs and gear, and floor hatches offer smooth storage.

A pair of bolstered captain’s chairs are great for leaning on as you traverse the water. The leaning post, with built-in storage, doubles as a 55-gallon live well. Harbor Branch Oceanographic Institute consultants told Pursuit designers that a light blue background in a circulating live well was most pleasing to the fish, so it was incorporated.

As loaded as the 3480 is, other options include a surfboard-style hardtop that holds rods and rigging, a second live well, a removable coffin box, a six-CD changer and an upgraded marine head.

Pursuit’s 3480 Center Console has a base price of \$159,000. With options and customized equipment, the price could reach \$200,000. To see this boat, call your local dealer or visit www.pursuitboats.com. ⚓



PURSUIT 3480 CENTER CONSOLE	LENGTH	34', 5"
	BEAM	9', 6"
	DRAFT	
	• MOTORS UP	1', 10"
	• MOTORS DOWN	2', 6"
	FUEL CAPACITY	375 GALLONS
	MAXIMUM HORSEPOWER	600
	APPROXIMATE DRY WEIGHT (WITHOUT ENGINES)	9,000 POUNDS
	HOLDING TANK CAPACITY	10 GALLONS
	DEAD RISE	24.5 DEGREES
ENGINES	TWIN YAMAHA 300 HPDI	