

Lakeside Marina



2022



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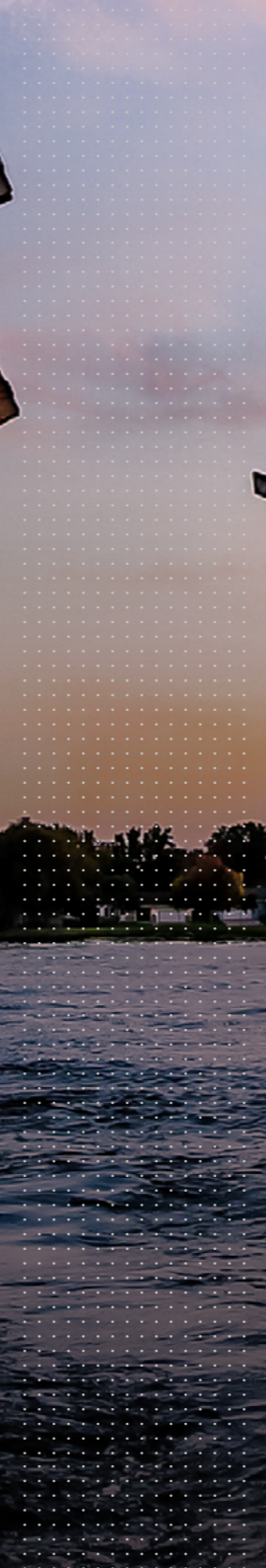
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WELCOME TO LAKESIDE MARINA

“Welcome to Lakeside!”

It's the first thing you'll hear every time you walk through our doors, pull up to our service lanes, or float down our channels for a visit.

We wanted to make this booklet for anyone that hasn't met us yet - to give you your very own “Welcome” and show you a little bit about why we love boating.

We're a full service marina, boat dealership, and marine service center located on the shores of the Fox River right between Lake Winnebago and Lake Butte Des Morts.

Our goal is to empower and promote boating in

all forms and fashions throughout the Fox Valley and Wisconsin waterways. Over the last 60+ years of business we've been able to form relationships with some of the very best personalities that the boating community has to offer. Many of which have become lifelong friends.

We hope that in the upcoming pages we can give you a glimpse into what we think makes us the most qualified team of boating professionals on our local water.

It's not just about training we receive, the involvement we promote, or the experience we have.

It's about the lifestyle we live. The passion we have.



LIFESTYLE & OUR CULTURE



At Lakeside we are, of course, a business. But we've worked hard to groom a group of people that understand that there's just so much more to the industry and that they're an integral part of that.

It's definitely a perk of our jobs to work with a water view and be around cool boats every day, but the passion we have doesn't just stop when we punch-out for the day.

Almost any night of the week you're bound to see one of our team members out for a sunset cruise or taking their family out to dinner by boat. During the weekend we're on the water even more - often meeting up at the sandbars with the like-minded boaters we get to know during the week.

We understand what the draw to the water is and that's why we want to help pass it on to others.

Whether it's taking the kids tubing for the first time or meeting up with friends to check out the best party coves, this lifestyle is all about making memories with the people that you care about.

That's what this entire culture of people is built on: memories. And that's what we want to help with!

From sales to service and everything inbetween, it's all designed to keep the good times floating.



MARINA & SLIPS



We wouldn't be able to call ourselves a full-service marina without slips! Perfect for those that prefer not to trailer their boat or want to be able to jump in and go.

We're proud to offer two channels of slips available to rent on a seasonal basis with power and water hookups, pump-out, private gas dock, bath house, coded security gates, and great sunrise and sunset views!

BOAT BRANDS

Lakeside Marina offers an array of family-friendly brands that appeal to the avid or recreational fisherman, watersport enthusiast family, or just a calm relaxing day out on the water.

With over 60+ years of experience in the marine industry, we can safely say that we've either sold or serviced just about every brand out there. This has not only given us the opportunity to represent

and sell many of these brands, but also learn which brand and models are best suited for our customers.

After working alongside several manufacturers over years, we can confidently say that the brands that we carry today are not only building the highest quality products but are also industry-leaders in taking care of their customers before and after the sale.

01 CHAPARRAL

Chaparral is a leading manufacturer of bowriders and runabouts ranging from 21 to 34 feet long. Chaparral's sterndrive models include SSi and SSX, along with the Chaparral Surf Series. Chaparral's outboard offerings include OSX Luxury Sportboats, and SSi and SSX outboard models.

02 GODFREY

Godfrey introduced the world's first aluminum pontoon over half a century ago, and they continue to explore new innovations in styling, quality, safety, comfort and performance. As the true original, Godfrey makes pontoons and tritoons for every family, every lifestyle and every body of water.

03 HURRICANE

As some of the most versatile boats on the water since 1974, Hurricane Deck Boats (SunDeck, SunDeck Sport, Center Console & FunDeck) are built for family fun, value and versatility. Fishing, check. Wakeboarding, check. Sunset dinner cruise, check.

04 RECON

Hand-built in Iola, Wisconsin, Recon Boats are multi-species fishing machines that continue to push the boundaries year-after-year. Recon's hull is structured to allow you access to the shallowest inland lake water, handle the big waves of the Great Lakes, and everything in between.



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SERVICE DEPARTMENT



Our service department is here to help you navigate through any of the challenges or issues that you might run into on the water. Decades of experience and training have forged a confident, reliable team that is able to handle anything thrown at them.

Fiberglass repair, transport and storage, engine diagnostics, sea-trials, winterizations, recommissions - the list of responsibilities that our service department executes is nearly endless!

We understand that every day your boat is on land or in need of repair is a day of missing out on making memories with your friends and family.

It's with that in mind that our technicians efficiently diagnose, report, and (if needed) repair any problems that may arise.





CHAPARRAL CHAPARRAL CHAPARRAL

WATER WALKER

New & Used Boat Sales
Chaparral Boats
Options

SALES DEPARTMENT

Our sales staff is a group of enthusiastic professionals that decided to take their love of boating and help pass it on! Our non-commissioned, family-friendly team is dedicated to finding you and your family the right boat for your needs, even if that ends up being a brand or style that we don't carry.

We take pride in making sure everyone not only has a premium buying experience, but also leaves feeling completely comfortable with their purchase and the operation of the boat. Our experience has taught us the best way to achieve both is with every customer receiving an on-the-water orientation and walkthrough of their new boat with one of our delivery captains.

It's not all buying and selling either. If you want to find out more about boating in the area, get general boating education, watersports tips, or just get the scoop on the best local restaurant or sand bar "hot spots," we're always here to chat!





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At Lakeside Marina we understand that sometimes life's circumstances may, unfortunately, bring our boat ownership journey to an end. Regardless of the cause, if that day comes Lakeside Marina will always be there to help ease the pain and process of moving on.

We offer an array of options to assist you in the selling process; whether that be outright purchasing your boat for a quick and easy sale or listing the boat on consignment to maximize the return on your investment.

With a dedicated marketing office that utilizes professional photography and an aggressive marketing strategy coupled with a friendly and professional sales staff, you can rest assured that selling your boat with Lakeside Marina will be a easy and painless process.

After you've accepted an offer for your boat we're here to handle the entire after-sale process - from sea-trials to any service work needed to close the transaction, we've got you covered.



PARTS & ACCESSORIES



We understand that having a safe and complete boat ownership experience extends far beyond the initial purchase of your boat. That's why we've expanded an extensive ship store that offers an array of parts, accessories, and products geared towards enhancing that experience.

Whether you are a "do-it-yourselfer" who's looking for a hard to find part, some routine maintenance items, or are a new-to-boating family who is looking to equip and protect their investment with all the necessities, you can

bet that we have what you need.

We're also lucky to have great relationships with vendors that have a large selection of watersport toys and essentials that we keep in-stock: life vests, tubes, water skis, wakeboards, and water carpets, along with all the detail products needed to keep your boat looking showroom new.

If you need it, chances are we've got it - and if we don't, we can usually get it for you the very next day.





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