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Company logo

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We’re not just boat builders. We’re boaters, just like you. For five generations and counting, our family has been dedicated to sharing the wonder of boating by creating the finest watercraft that money can buy. That’s really all there is to it.

Each year we put this heritage on the line with great new lineups that build on the core values that have guided our company since 1903 – to build innovative, high quality boats that families can afford, and back them with the best warranty and the best customer service there is.

Still owned and operated by the same family that started it all more than a century ago, Starcraft has led the recreational boating industry with continuous innovation and numerous world firsts. In 1903, when everyone else was building boats from wood, we built ours out of aluminum, which was lighter, tougher, and completely maintenance-free. In 1958, we innovated further with the launch of our first fiberglass models. Then in 1965, we introduced the world’s first high performance aluminum fishing boat with a Deep-V hull. We were pioneers in developing high performance pontoon boats, and set the standard with our revolutionary HMX tubes. Our history is one of constant innovation, and that only results from spending time on the water.

While our designs have changed and evolved over the years, what has remained constant is the painstaking care and meticulous attention to detail that goes into crafting every single one of our boats. Many of our more than 500 employees have been with us for 30 years or more, and their skill and craftsmanship is unmatched in the industry.

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