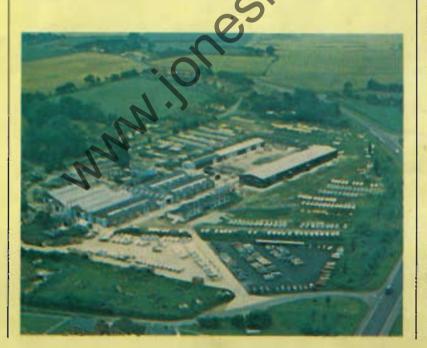


Shetland THE COMPANY



Shetland Boats Limited was founded in 1967 with the objective of producing safe and reliable family performance cruisers at modest prices. Mr. J. F. Stokes, the founder and still Chief Executive, had a concept in mind which resulted in Shetland's first boat, the "535", a boat which has since acquired an almost legendary reputation. With nearly 6,000 sold throughout Europe by the time production was stopped in 1976 the "535" clearly proved the original concept and firmly established the Company.

With a staff of 250 and a production of 12 boats each working day Shetland is now the largest manufacturer of small family cruisers in Europe. The Company operates from a 17-acre site in rural Suffolk with 10,000 square metres of production buildings which are constantly being expanded. From the very beginning Shetland considered itself a European Company and set out to establish its boats in all the waters of Western Europe. Nowadays with a continuing level of 85% of production sold outside the U. The boats are a common sight everywhere in Europe and also in many more distant regions of the world.



Although Shetland thinks of itself as European it is, in fact, a British Company and, in honour of its contribution to Great Britain's sales abroad, the Company received the 1978 Queen's Award For Export Achievement. This is the highest honour that can be bestowed on a British Company and Shetland is justly proud.

There is a strong team spirit at Shetland and this spirit extends to its dealers throughout Western Europe and elsewhere. Shetland Boats are sold only through dealers and thus the dealer is our all-important link with our customers.

The dealer is a part of our team and a very close liaison is maintained between him and the factory to ensure the best possible sales and after-sales service and also to ensure that we continue to meet local tastes in our boat designs.

Shetland is super-conscious of the needs of the average boating family. The Company's original objective to supply the inexperienced as well as the experienced with a safe family boat at a modest price remains as true today as it was in 1967. In the pursuit of this policy the Company has never been afraid to innovate nor to take an independent line with its designs and styling. With each new addition to the range extensive tests are conducted in abnormal conditions to ensure that whatever a customer may do to a boat Shetland has done it first and proved it.

We wish you a long and happy boating life especially with a Shetland Boat.

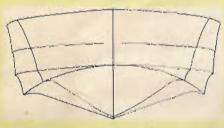


Shetland Boats Ltd Stanton, Bury St. Edmunds Suffolk, England Telephone: Stanton (0359) 50355 Telex: 81696

Shetland THE BOAT STORY

Below: Moulding Department
Centre: Gull-wing configuration
Bottom: Mould Renovation Department
B. Right: Fitting Department



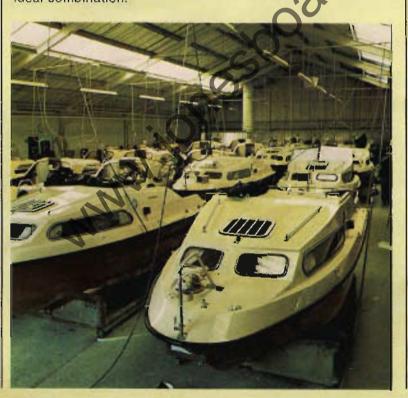




The philosophy behind Shetland's boats is a simple 'one—to design and market safe, strongly constructed boats for the family, with ease of handling for beginners and adequate performance for the experienced.

As a result of this approach the Shetland "Gull-Wing" hull shape was gradually developed over the years to the present state of refinement. Most planing hull constructors today use the "Deep V" hull configuration. However while comfortable in rough waters at speed, the "Deep V" hull suffers at low speeds with a lack of directional stability and it is tender when stationary.

The "Gull-Wing" hull offers good planing performance with excellent directional and lateral stability, a soft comfortable ride in a seaway and easy and predictable handling at low speeds. It is also a stiff hull and eminently suited to inland water use as well as coastal cruising—the ideal combination.



The key is the side sponsons. The Shetland gull-wing hull is basically a "Deep V" hull with side sponsons blended into it. These sponsons give the hull its stiffness and stability without detracting from the advantages of the "Deep V" hull.

Safety

Shetland tends to over specify its hulls in its pursuit of maximum safety. The resin/glass scantlings are extremely neavy and in addition, considerable wood and steel reinforcement is bonded in . Finally, closed-cell polyurethane buoyancy is injected into the underfloor cavity and sealed—giving the boats positive buoyancy when filled with water and adding massively to their strength.

Quality

A Shetland boat has a reputation for consistent quality which greatly increases its second-hand value. Consistent quality can only be achieved by well trained and motivated production personnel and a high level of quality control. Shetland takes its quality control to extraordinary limits.

For example on our Model 498 there are 159 quality checks before the boat is passed for shipment. There are eight full-time inspectors whose supervisor reports to the Chief Executive. Each production line Supervisor is also responsible for quality checking every boat at every stage of production. A complete record of every boat is maintained in our production office. Given the boat number we can determine in a couple of minutes, which personnel worked on the boat, what equipment was fitted to it, source and quantity of raw material used—everything about the boat—and these records are maintained forever. This is an invaluable aid to after sales service.

Value for Money

The production of Shetland cruisers is an efficient operation—it has to be at the current level of 12 boats each day. This level of production enables Shetland to buy its raw materials at extremely competitive prices. The result—Shetland's costs are low and the cost savings are passed on to the Customer.

Couple this with the full specification of the boats, the consistent quality and Shetland gives unparalleled value in the European pleasure boat market.

hetland BLACK PRINCE

Length	ft. in.	23' 0"
	metres	7.00
Beam	ft. in.	8' 0''
	metres	2.45
Weight	ibs.	4532*
	kilos	2060*
Max. height	ft. in.	8' 61"
(including windscreen)	metres	2.61
Max. cabin headroom	ft. in.	5' 10½"
	metres	1.8
Max. engine h.p.		230 i/b
Colours:		
Huli		Stone

Superstructure



Stone



The Black Prince is the flagship of a completely new range of Shetland cruisers. A 23 footer which sets the tone for the ideal combination of performance, styling and living aboard comfort that will influence the design of sporty family cruisers in the 1980s-and it's available now.

Beautifully designed for rapid coastal cruising with the family or dawdling up creeks and canals, the stability of this cruiser ensures luxury travel at all times.

The Black Prince along with the rest of the new range, features I.C.I. Perspex Neutral 914 tinted windows, which stops all the ultraviolet and 50% of the infra-red rays-- (you'll be gool down below and those curtains won't tade), wrap-around helmsman seat and co-pilot seat, new style stain'ess steel pulpit with twin bow rollers, black dhated window frames. black nylon coated deck fittings and the latest development of the classic Shetland gull-wing hull.

Some of our technical staff say we've over-specified the hull They may be fight. It has double skin construction and considerable internal stiffening. Just the outer skin alone is heavier than most 23 footers

Once aboard you are able to appreciate the tastefully selected upholstery throughout the cockpit and cabin areas, from the cockpit seating to the fully carpeted cabin lining.

Two rear stowage lookers, one of which is self venting for the gas bottle, are provided and sun lounge cushions are included. Fresh and waste water systems are a standard feature as is the luxury teak louvred cabin door and teak sliding companion hatch.

The two foam cushion forward berths are ideally suited for daytime lounging and convert into a double berth for night times aboard. A dinette area offers comfortable eating accommodation for four at meal times and provides the second double berth with a simple conversion kil. Then there's the sumptuously fitted out galley area with combination stainless steel sink and cooker unit with ample storage and drawers underneath, plus fitted plate rack to hold your crockery in safety.

The enclosed toilet compartment is also your own private washroom with towel and toilet roll holder, toothbrush rack and mirror, and of course, space for your chemical toilet. Throughout the cruiser is fitted cupboards and hanging space for all those items you need aboard.

Add to all this the fact that the Black Prince is available with a selection of inboard/outboard power units from a 140 h.p. Four to a 230 V-8 and you will know why this boat has everything. Come aboard and we think you will agree.



Shetland BLACK HAWK



Length	ft. in.	18' 8"
	metres	5.70
Beam	ft. in.	6' 10"
	metres	2.08
Weight	Ibs.	1401
	kilos	637
Max. height	ft. in.	6' 41'
(including windscreen)	metres	1.955
Max. cabin headroom	ft. in.	4' 71'
	metres	1.42
Max. engine h.p.		85 o/b
		140 i/b
Colours:		
Hull		Cedar
		Green
Superstructure		Beige

The Black Hawk-it's fast, it's stylish as well as a looker, and must be the roomiest 19 footer affoat.

With a medium "V" hull incorporating the famous Shetland gull-wing for added stability she planes easily and handles beautifully-especially

Special new features include combination pulpit/hendrails/mast and lights, I.C.I. Perspex Neutral 914 tinted windows, scrittch resistant, black window frames, black deck littings and fully supporting wrap-around helmsman's seat Standard Shelland leatures include a fully internally fined holt in serviceable polypropylene carpeting, high quality washable vinyl headining and insinkable benyancy.

The Black Hawk offers a fully litted out galley and drights area that's a delight to ell who use it, and makes must times aboard a simple matter Stainless steel sink and snace for cooker are easily cleaned and there's plenty of cupboard space for all your needs.

A fully enclosed toilet compartment provides the amedilles of you bathroom with follet roll and towel holders, mirror and cherpical to be

Its with berth cushione in the bow are of comfortable form axis additional seating just in case the weather's bad. The diagree powerts to a double begin and there are two 8' Joldaway boths had ackpit area. making a total of four bertha for your overnight stay



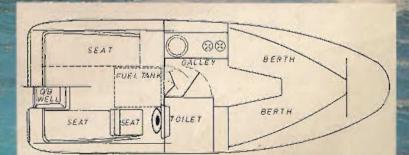
There are no storage lockers and a sun lounger is available with the imboard versus as an optional extra. A trash and waste water system is provided so there is no need to find a safe space to store your water and the teak louvred cabin doors open onto the luxury of the Black Hawk's

New colours inside and our all carsfully matched by our design

Consultant ricens this boat has got the tot.

The Black Hawk's a real boat. You can take her offshore in safety. If the weather blows up site hos the speed and handling to get you cut of it durickly and safely.

The Shehard Black Hawk-whore fuxury is just a standard fitting.



retland 498

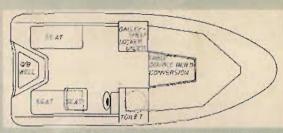


Shetland 498			
Length	ft. in.	16′ 2½′′	
	metres	4.98	
Beam	ft. in.	6' 10'	
	metres	2.08	
Weight	lbs.	935	
week the second	kilos	425	
Max. height	ft. in.	6' 0''	
(including windscreen)	metres	1.828	
Max. cabin headroom	ft. in.	4' 6"	
	metres	1.37	
Max. engine h.p.		50	
Colours:			
Hull		Stone	
Superstructure		Stone	
Shetland Personnel Car	rier Mark	III	
Shetland Personnel Car Length	rier Mark ft. in.	17' 7"	
		II.	
	ft. in.	17' 7"	
Length	ft. in. metres	17' 7" 5.36	
Length	ft. in. metres ft. in.	17' 7" 5.36 6' 10"	
Length Beam	ft. in. metres ft. in. metres	17' 7" 5.36 6' 10" 2.08	
Length Beam	ft. in. metres ft. in. metres lbs.	17' 7" 5.36 6' 10" 2.08	
Length Beam Weight	ft. in. metres ft. in. metres lbs. kilos	17' 7" 5.36 6' 10" 2.08 1290 585	
Length Beam Weight Max. height	ft. in. metres ft. in. metres lbs. kilos ft. in.	17' 7" 5.36 6' 10" 2.08 1290 585 5' 8"	
Length Beam Weight Max. height (including windscreen)	ft. in. metres ft. in. metres lbs. kilos ft. in. metres	17' 7" 5.36 6' 10" 2.08 1290 585 5' 8" 1.73	
Length Beam Weight Max. height (including windscreen)	ft. in. metres ft. in. metres lbs. kilos ft. in. metres ft. in.	17' 7" 5.36 6' 10" 2.08 1290 585 5' 8" 1.73 4' 10½'	
Length Beam Weight Max. height (including windscreen) Max. cabin headroom	ft. in. metres ft. in. metres lbs. kilos ft. in. metres ft. in.	17' 7" 5.36 6' 10" 2.08 1290 585 5' 8" 1.73 4' 10½ 1.498	
Length Beam Weight Max. height (including windscreen) Max. cabin headroom Max. engine h.p.	ft. in. metres ft. in. metres lbs. kilos ft. in. metres ft. in.	17' 7" 5.36 6' 10" 2.08 1290 585 5' 8" 1.73 4' 10½ 1.498	

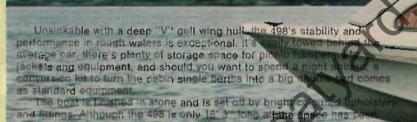
Two's company but three's not a crowd when one of the three is the Shetland 498.

Or ginally produced for the flambuoyant Italians this attractive low cost cruiser now sells to a world market.

Designed with the first time boater and family man in mind, the 498 comes complete with all the items necessary to get you affoat, but with a range of extras you can fit to suit your individual needs.



galley area in the cabin, plus two sunbathing seats in the cockpit. The self draining out poard-well is suitable for a single longshaft outboard engine up to a maximum of 50 h.p. and with this cruiser Shetland have once Main maintained their value for money policy.



PERSONNELCARRIER Mark III

lace to full advantage, including built in locker lot a chemical toilet.

Shetland Personnel Carrier-the pleasure craft that thinks it's a work boat.

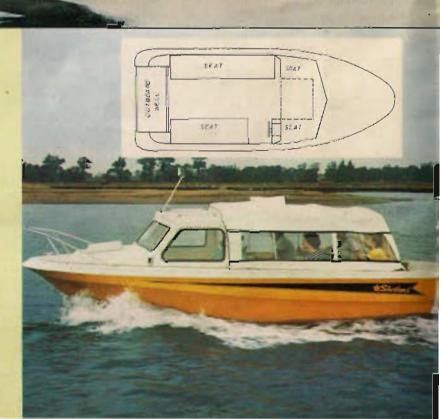
Ideal for carrying camping gear to those isolated spots on the Scottish Island lochs, or fishermen with their equipment on a day's

The Personnel Carrier provides an economical answer for small-scale ferry operations it's ideal too, as a relief service at peak holiday periods when ferry boats are crammed tight.

W th comty padded seats inside for ten under a two-way canopy that lets in the sunshine and shelters from the rain, the unsinkable big-hearted Shetland Personnel Carrier has a range of 120 miles, can serve as a short or medium distance ferry and doubles as an express water taxi for two or three people who want to get there sooner.

Just 17' 7" long, and less than 1,300 lbs in weight, with twin 15-gallon fuel tanks, the Personnel Carrier has generous headroom and lots of storage space for baggage and extra fuel tanks under the seats. Suitable for longshaft outboard motors up to 110 h.p. or twin outboards if preferred, the boat comes in a range of popular colours including orange, manilla and all-white.

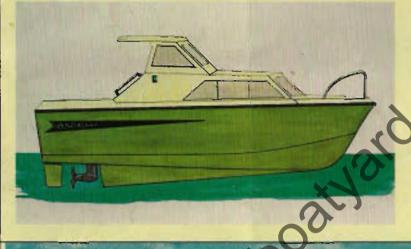
With the growing interest in the development of inland waterways throughout Britain, for both leisure and commercial use, as well as the increasing exploitation of coastal waters for leisure purposes, the Shetland Personnel Carrier expects to be helping out in a big way.

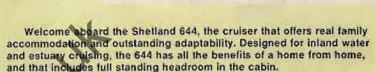


Shetland 644

644 Length	ft. in.
Beam	ft. in.
Weight	lbs. kilos
Max. height (including windscreen)	ft. in. metres
Max. cabin headroom	lbs. kilos ft. in. metres ft. in. metres
Max. engine h.p.	08.7
Colours:	
Hull	

Superstructure





BEACA

A superbly fitted out calley area comprising of a double burner stove and stainless steel sink makes cooking aboard a pleasure.

The enclosed toilet compartment is designed to take the chemical flush toilet, the only optional extra offered on this cruiser, and there's ample hanging space for your clothes. Nor do you have to find a place to store your water, this cruiser even has its own fresh and waste water system.

The fully fitted carpeting in the cabin is tastefully co-ordinated with the curtains and upholstery and the dinette converts to a comfortable double berth. Two single berths forward can be made into a double and with a further double berth conversion in the cockpit sleeping accommodation for six adults is provided

The 644 is offered with a selection of engines/sailing drive units for economical cruising in style.

570 Length	ft. in.	18' 8"
	metres	5.70
Beam	ft. in.	6' 10"
	metres	2.08
Weight	lbs.	1362
W. 35/1	kilos	619
Max. height	ft. in.	6' 4"
(including windscreen)	metres	1.93
Max. cabin headroom	ft. in.	4' 5½"
	metres	1.37
Max. engine h.p.	The same of the same of	85 o/b
	200-200-	120 i/b
Colours:		
Hull		Manilla
Superstructure		Manilla

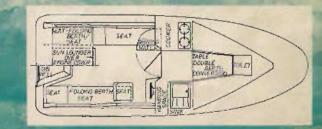


The Shetland 570 appeals to the sporting family man.

its light alsy cabin combines amart contrasting archolstery with comfort. its light stry cabin combines small controlled perholstery with comfort and versalility. The single berth's provide period able seating at meal times, have simple storage beneath and with the conversion kit these two berths are soon turned into a big double berth. Fully carpeted, a separate toilet compartment and suby-bean galley area complete the picture, giving getaway independence to the whole family.

In the cockpit area the pills sea its sited to combine clear vision with comfort and the two vinys consecutings bertha means you can surbathe or shoots without a care filter that just a family cruiser. For the past two years a Shettland 570 has successfully been raced offshore and won in the waters of Sweden. Conductive evidence of the strength and

the waters of Sweden contrasive evidence of the strength and



The Shetland 570 is not only a constant delight but combines the





Pushing the boat out-then look no further than the Family Four.

Exactly what the name conveys, this boat offers the unique space.

The bright roomy cabin has comfortable single berths which easily convert into a double bed, and a table that fits between the berths at meal times to provide plenty of eating room for all the family, ample

Family Four comes complete with underfloor foam buoyancy and a deep "V" gull-wing hull which provides ease of handling in even rough waters. Available in two versions the Family Four can either be fitted with longshaft outboard motors up to 70 h.p. maximum or with a 120 h.p. sterndrive power unit.

The cockpit area has two folding berth seats covered in easy-clean vinyl, and provides either the luxury of comfortable sunbathing of additional sleeping accommodation, for when the family spends a night aboard. The matching pilot seat has been sited to give maximum visibility and can be demounted if required. The Family Four interior is co-ordinated with a colour scheme pleasing to the eve

A luxury boat but within the reach of every family.



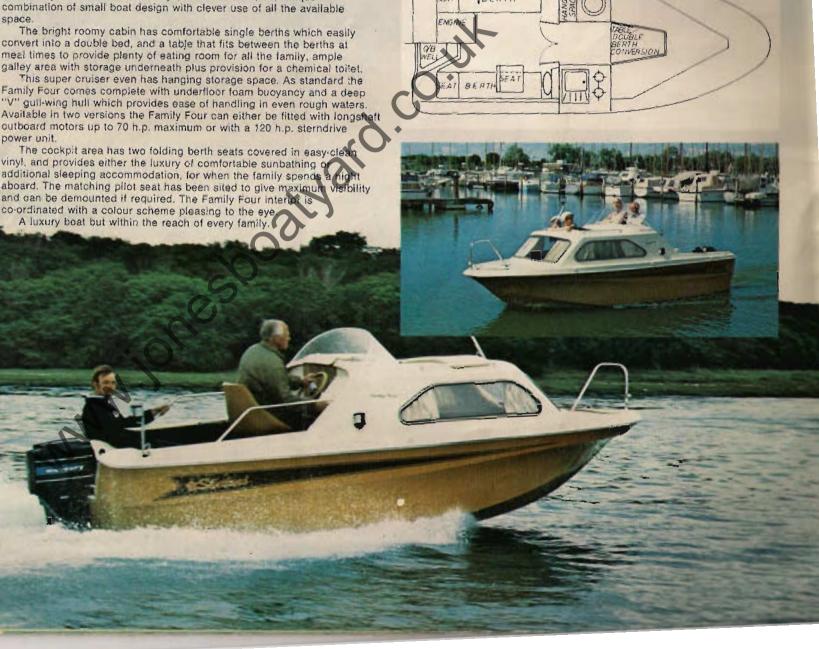
Length

Beam

Weight

Max. height

Colours: Hull



eve VAT Moorage of 145' + VAT

ex VAT

Insurance f30/40 per an

AWA heave \$10 fer an

Shetland SHELTIE

Shetland Shelfie ft. in. 17' 73" Length 5.372 metres 6' 71" Beam ft. in. metres 2.018 Weight 838 lbs. kilos 381 5' 34" Max. height ft. in. (including windscreen) metres 1.625 ft. in. 3' 41" Max. cabin headroom metres 1.04 50 Max. engine h.p. Colours: Hull Magnolia Superstructure Orange GH14 ft. in. 14' 6" Length metres 4.30 5' 7" ft. in. Beam metres 1.70 409 Weight lbs. kilos 186 ft. in. 2' 4" Max. height metres 0.71 (including windscreen) ít. in. Max. cabin headroom metres 25 Max. engine h.p.

Colours: Hull Orange perstructure Magnolia

Double your pleasure with a Shotland Sheltle.

You can be a fisherman spending a guiet day emongst the river wild life or a skin diver searching for the ideal andt for undersea exploration. You can be a skier flashing across the inshere waters; or you can just enjoy messing around in boats. Whatever your boating pleasure line Shetland Sheltie will lit the role.

The couldy cabin provides a great place for stowing picule hampers or equipment leaving the large cookalt erea free for all those exciting things. you want to do

The overall length has full under floor foam booyancy, and rubber mat floor covering in the cockpit provides a non-slip grea eafafor all the family whatever the activity. Suitable for longshaft outboards up to a maximum of 50 h.p. or twin outboards if you prefer, gives this cruise long range, extra safety and high performance.

Also suitable as a work boat or rescue traft the Sheitle comes in safety-at-sea orange with magnetis white hull-another value for the traft from Shetland.





Designed originally for use on the demanding West Coast waters of Norway for Gunn Hegne, this great dinghy is manufactured by Shetland Boats under licence.

Made of very standy inner and outer GRP mouldings this dinghy is: unsinkable and has anomicus strength and rigidity. This is further enhanced by the simulated lapstrake or clinker bull which gives stability. and soft riding characteristics in choppy waters. The construction and thish of the GH: 14 is to the very highest standard and this boat is available with extras including a fish/ball tank spray dodger, boat cover

taken for estuary and opastal water fishing; as a harbour workboat or deneral runnibout, the GH 14 is easily rowed and is capable of taking



Sketland SPECIFICATIONS & EQUIPMENT

It is Shetland policy to fit out its boats to a high specification. However a boat may be introduced as an economy model in which case certain features are omitted.

Such items as Stove, Toilet, Navigation aids etc. may be fitted by your Dealer who can provide the equipment of your choice. He will also be able to provide you with a complete list of optional equipment including outboard power units and trailers.

For the specification of the Shetland model of your choice please refer to chart.

If you are considering one of our sterndrive models we strongly recommend you refer to the engine manufacturer's specifications in their literature. This may be obtained from us or from the manufacturer.

Engine manufacturers use differing criteria for measuring horsepower output and Shettand Boats Limited, in its individual boat specifications, uses the nominal horsepower quoted by the manufacturer. We do not guarantee the accuracy of these horsepower claims.

Standard = Optional Extra = 0

> Black Prince is litted with 33 gallon tank and Black Hawk is litted with 24 gallon tank.

ΦΦ Sailing drive unit.

	Black Prince	Black Hawk	644	570	F.4	498	P.C.	Sheltie
Full buoyancy		*	-	*	*	*	*	*
Navigation lights and masts	*	*	*	*	*	*	*	
Full canopy	*	*	*	*	*	*	*	0
Boat cover		*	FU	*	*	*		0
Marine toilet	0	0	0	0	0	0		
Windscreen	*	*	*	*	*	*		*
Four berths	*	1	*	*	*	*	REW T	
Cabin lights	*.	*	*	*	*	*		
Pulpit	*	*	*	*	*	0	*	
Helmsman seat	*	*	*	*	*	*		*
Co-Pilot seat	一大	*	*					
Cabin hatch and forehatch	*	*	*	*	*	*		
Steering	*	*	*	*	黄	★	*	*
Fire extinguisher (inboard version)	*	*	*	*	*			
Ski-tow eyes	*	*	*	*	*	*	*	*
Cleats, fender eyes, fairleads etc.	*	*	*	*	*	*	*	*
Hanging locker	*	*	*	*	*			
Berth cushions	*	*	*	*	*	*		
Cabin curtains	*	*	*	*	*	0		
Lockable cabin door	*	*	*	*	*	*		*
Dinette table	*	*	*	*	*	*		
Touch-up repair kit	*	*	*	*	*	*	*	*
Stern-drive version	*	0	φφ	0	0			
15 gal. fuel tank with gauge (inb'c version)	ø	φ	★	*	*		2 x 🛊	
Safety handrails	*	*	*	*	*	*		-
Fuse box (5 amp x 5 fuses)	*	*	*	*	*	*	*	
Full carpeting	*	*	*	*	*			
Full lining	*	*	*	*	*		1	
Windscreen wiper	*	0	*				黄	
Fresh water and waste	*	*	*	*	*	- VV-		di appressi
Chain locker	*	*		*	*			

Shetland IMPORTERS



Austria

Happy Boat, 1070 Wien, Kaiserstrasse 17, Austria

Telephone: 93 51 01, 93 37 35

Belgium

Monaco, Avenue Pastur 39-41 6001 Charleroi, Belgium

Telephone: (071) 36 42 42

Bermuda

Holmes, Williams & Purvey Ltd., P.O. Box 444, Hamilton 5,

Bermuda

Telephone: (5) 5000

Denmark

Bad Centret Ega A/S, Grenavej-Toftegardsvej,

8250 Arhus-Ega, Denmark

Telephone: (06) 22 08 60, 22 09 22

Tempo Bade APS, Hundige Strandvej 23, 2670 Greve Strand,

Denmark

Telephone: (02) 90 01 15

Eire

Western Marine Ltd., Bulloch Shipyard, Dalkey, Co. Dublin,

Eire

Telephone: Dalkey 800321

France-South

Arie de Boom, Port La Napoule, Boite Postale No. 9,

La Napoule, France

Telephone: (93) 38 80 72

France-North

Nautis, Port de Plaisance, Chemin de Poissy,

78670 Villennes-Sur-Seine, France

Telephone: 975 84 90

Germany

See German Price List

Gibraltar

H. Shepherd & Co. Ltd., P.O. Box 130, Waterport, Gibraltar

Telephone: 2183

Holland

Peek Yachting International B.V., Jachthaven Aqua-Delta,

Postbus 15, Bruinisse, Holland

Telephone: 0 1113 1820

Iceland

Seifur Marine & Technical Ltd., P.O. Box 5030, Reykjavik,

Iceland

Telephone: 21286

Italy

Base Nautica Marina 3, Via E Mattei 12, Zona Portuale,

60100 Ancona, Italy Telephone: (071) 26.497

Middle East

Alsayed Marine Stores, P.O. Box 499, Prince Mo'hd Street,

Alkhobar, Saudi Arabia

Boats & Yachts Export Co., P.O. Box 4358, Abu Dhabi, U.A.E.

Telephone: Abu Dhabi 42044

Darwish Brothers, P.O. Box 75, Muscat, Oman, Arabaian Gulf

Nigeria

Almarine, P.O. Box 5479, Port Harcourt, Rivers State, Nigeria

Norway

A/S Wimex, Postboks 1151, Sverresborg, 7001 Trondheim,

Norway

Telephone: (075) 28985

Sweden

Rospiggens Marin Servicess AB, Vettershaga S-760 10

Bergshamra, Sweden

Telephone: (0176) 642 66

Switzerland

Michel Lepori, 1111 Colombier-sur-Morges, Switzerland

Telephone: (021) 87 91 78

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Tahiti Sport, Quai du Commerce, B.P. No. 62 Papeete, Tahiti

Shetland Boats Ltd

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a by Martin Trendway Design, 005 for was









