

SAILBOAT DESIGN: THE BOLD NEW LOOK

Yachting

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COVER STORY: HATTERAS'S HOT 38 & 48 CONVERTIBLES



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**HATTERAS UNLEASHES TWO NEW CONVERTIBLES
ON THE BIG-GAME FISHING WORLD, A 38 AND
A 48: MORE FUEL FOR THE FIRES OF LEGEND**

BY RICHARD THIEL

By nearly everyone's accounting, convertible sportfishermen today represent the fastest growing and potentially most lucrative segment of the mid-sized yacht market. That explains why manufacturers of virtually every ilk—sailboat builders included—now field at least one model that carries that designation.

The idea behind the convertible is, of course, to offer an able sportfisherman with more comfort and conveniences than the traditional open skiff, and a cruisable yacht with better access to the water and more performance than the typical double cabin.

Manufacturers like this kind of yacht because—theoretically at least—a single convertible can cover almost as wide a spectrum of the market as the two archetypes from which it is derived, and so be more cost effective.

And yet, marketing studies indicate that the yachtsman who purchases a convertible will devote at least some of his time to serious angling. That explains, at least in part, why builders whose names are closely associated with big-game angling traditionally enjoy an inherent advantage in this market. Conversely, those whose names don't carry that cachet typically find the convertible market very difficult to break into.

It is under these market conditions that Hatteras has established and maintained a position as one of the dominant forces in the convertible market. The name has become nearly generic, one of two or three almost synonymous with sportfishing prowess. It is at the same time one of those rare mass-produced marques instantly connected with high quality and good value—yachting's equivalent of BMW and Rolex.

The company nourishes this reputation because it realizes that in this market, sales success is as much a function of perceived quality and val-



The 48's galley is down two steps at mid-level. This effectively gets it out of the saloon—but keeps the cook in touch.



Looking forward through the saloon reveals the bar/breakfast table to port and the entertainment center (far wall).



An L-shaped settee runs along the starboard side. Plenty of windows make for a bright and cheerful living space.

ue as good design. After all, the typical buyer of a new convertible—with a price that can exceed a half-million—is not some camouflage-clad bait basher but probably a successful and sophisticated entrepreneur who brings the same acumen and intensity to his sport that he lavishes on his work. He or she is a person who finds the Hatteras name every bit as appealing on a practical level as on an emotional one.

It should hardly bear telling that Hatteras takes the convertible buyer very seriously. With no less than eight distinct models from 32 to 65 feet and prices regularly spaced from \$122,000 to \$573,900, the company is well situated to attract a buyer regardless what size and price yacht he's interested in. Equally important, with another, larger, model always close within his grasp, a Hatteras owner is rarely tempted by other brands come trade-in time.

Also consider the company's obsession with presenting a line that is as contemporary as it is competitive.

Models are constantly replaced or revamped to keep up with, and ahead of, the competition. The 45, for example, is one of the oldest models and yet it's only been around three years. In the last year alone we've seen the introduction of the 41 and 65, yachts that heralded a new age of advanced construction at Hatteras. Simultaneously, two veteran warhorses, the 52 and 55, received major alterations, with reworked interiors featuring rounded corners and lighter wall coverings, and restyled flying bridges.

And now comes the latest salvo in Hatteras's drive to dominate the convertible market: a brace of convertibles at 38 and 48 feet, plugging what were heretofore the only sizable gaps within the line. Now, it's virtually sequential, with the 32, 38, 41, 45, 48, 52, 55 and 65.

What makes these two new yachts remarkable is not how different they are but how much they feel and look like every other Hatteras. That's part of the company genius: the man who buys the 32 gets a yacht designed under the same rigid guidelines and executed with the same obsessive care as the one who buys a 65. There is no such thing as a stripped Hatteras; the differences between models are not of substance but of scale.

Hatteras seems to have a few basic design goals that guide all its yachts. The running bottoms are conservative: fine forward sections for a smooth ride in a rough sea, some convexity to keep things dry and a shape that is generally monohedron tapering down to moderate deadrise after-sections that combine good efficiency with a smooth ride.

The company has never expressed an interest in, nor dabbled with, the currently fashionable competition for the greatest pure speed in convertibles, instead aiming for a reasonable top end of around 30 knots combined with excellent rough-water capability and good range.

To eschew the goggle-eyed quest for bragging rights at the tournaments today requires the ultimate confidence that one's yacht can compete and excel in a number of other, more practical, areas. Some consider such confidence to be smugness, but Hatteras's sales success proves the confidence is well founded.

The 38 and 48 are particularly interesting in that they are the products of two distinctly different design teams. The Hatteras in-house engineers are responsible for the 38 (as well as the 32) while it is Jack Hargrave who gets credit for the 48, as well as the rest of the convertible line from the 41 up.

Not surprisingly, there are subtle differences in the feel of the two yachts. Each bene-



Guest head has nicely curved vanity, and a full stall shower. A second door from the companionway makes it a day head.



The master stateroom offers a large pedestal queen berth, separate wardrobes for captain and mate, a private head.



The guest stateroom has two single berths, one fore-and-aft, the other running athwartship. This, and hanging space, too.

fits from the stability of a moderate keel (a safety feature often ignored by other less conservative builders in the quest to reduce underwater drag) and yet the 38 feels to be the better tracker and more responsive to the wheel.

On the other hand, the 48 has the softer, quieter ride. How much of this is due to the difference of 10 feet of l.o.a. and 21,000 lb. of displacement is too difficult to judge based upon one afternoon's ride.

Another Hatteras trademark is what it likes to call "human-sized interiors." In these two yachts, specifically, that means—in spite of the differential in beam and length—both enjoy at least 6'5" of headroom and bunk space, roomy staterooms and saloons, commodious showers, and enginerooms that are truly workable. And, of course, cockpits that can at once accommodate bait wells and fishboxes, a fighting chair and full bait-prep station. I was surprised after measuring the two cockpits to learn that while the 38 has a maximum beam 2½' narrower, she carries a sufficient percentage of it fully aft to give her a cockpit that is actually a bit wider (142") than the 48 (137").

The length comparison is also a revelation; the 38's cockpit (85") lacks a mere 19" of the 48's (104"). The explanation seems to be found in another Hatteras dictum: an absolute refusal to compromise on what it considers basic minimum standards for size, comfort and fishability.

Compare the two accommodation plans and you'll see that one principal difference between the two yachts is that the 38's galley is up and is part of the saloon, meaning both areas are smaller and the galley lacks some of the refrigerator capacity and work space of the 48.

The larger yacht, whose separate galley is mid-level, also enjoys a private head for

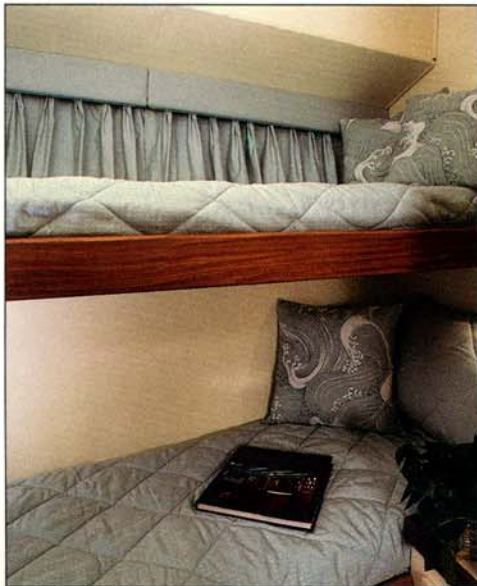
the owner, a slightly larger guest stateroom with separate access to the second head and a large stowage locker that can accommodate a washer and dryer.

The master staterooms of the two are, at least in feel, identical in size and appointments, right down to matching port and starboard hanging lockers. In other words, Hatteras makes sure the 38's owner gets the space where he wants it most—in the cockpit, saloon and master stateroom. That's the kind of decision a company comes to only as a result of an intimate knowledge of its basic constituency.

Notwithstanding these differences, the interiors of the two yachts are virtual equals in the quality of the fitments. Both offer lots of wood (mostly afrormosia), high-grade vinyl headliners and ceilings, deep-pile carpet and easily maintained attractive padded vinyl wall covering. Both have a large screened hatch in the master stateroom plus ports in heads and staterooms. Both include as standard equipment such niceties as TV, stereo with remote controlled speakers, solid windshields, mini blinds, drapes and matching valences with opening side windows in the saloon, matching bed coverings, and marble lavatory countertops.

Interestingly, the 38 comes with a fully furnished saloon (hi-lo table, couch and occasional chair) while the 48's saloon is bare.

Hatteras believes its customers are as serious about their comfort as their angling and so devotes a good deal of the time and effort insuring the yachts are livable. One example is the air-conditioning system. A good many years and dollars have gone into an air plenum design that will maintain good air movement while minimizing noise. It works. Next time you're aboard a Hatteras, ask them to turn on the a.c. Chances are you won't know



Guest stateroom on the 38 features over/under single berths, a good hanging locker. Head is shared with the master.



Small but complete, the galley has a two-burner stove, microwave, refrigerator and freezer—and an ice-maker, also.



In keeping with her overall size, the 38 saloon is modest but comfortable: one chair; a settee that becomes a twin.

it's on until you feel the temperature drop.

From outside, the 38 and 48 reveal an unmistakable family identity. Their profiles, enhanced by similar paint schemes, are strikingly similar, right down to side exhausts. One difference, however, can be discerned in the 38's bridge, which is a bit more angular, thanks mainly to the additional aft overhang necessary to give it enough room to meet Hatteras standards.

Both bridges are roomy enough for captain and friends and come with good underseat stowage, Morse controls, Hynautic steering, room for plenty of built-in electronics and charts and a complete array of VDO gauges whose lighting, along with that of the compass, can be controlled by dimmers.

Both yachts also get the fine 6-point Hatteras alarm system and Kidde halon fire suppression equipment as standard.

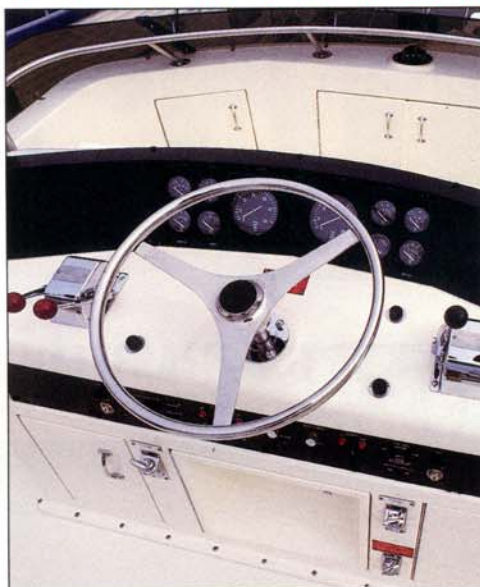
There's also little difference in the quality of construction between the two yachts. Both enjoy liberal use of weight-saving technology, including the use of coring in the hull above the waterline, saloon sole, and interior doors, and vacuum-bagged composite cabinet doors. Stringers are also cored and are unusually thick—eight to twelve inches—in order to preclude the typically large expanses of unsupported hull panels in conventional designs.

In the cockpit, notice that the sole, bait-prep consoles and after saloon bulkhead are all of a single mold, adding to structural integrity and virtually eliminating leaks. Both yachts come with standard coaming gate and transom door, and a large athwartships rectangular dunnage box/quadrant access in the after cockpit sole into which an optional fish-box can be installed. The 48 also offers circular dunnage areas on either side into

which optional circulating bait wells can be installed. Incidentally, the 48's engine-room entrance is in the cockpit, amidships among the consoles, while the 38's is through a hatch in the saloon sole.

Sound engineering is endemic at Hatteras and both yachts show it. A liberal assortment of ground tackle comes as standard equipment regardless of which model you choose, as do such important equipment as portable bilge pump, Dahl fuel/water separators (with diesels), battery paralleling controllable from the helm, fresh water in the engine-room, single-sideband grounding screen laminated into the hardtop, a fighting chair mounting plate laminated into the cockpit sole, plentiful bilge access throughout as well as access panels to steering gear and fuel tank fittings, under-coaming engine-room air intakes for less moisture ingestion and a cleaner exterior appearance, quick-fit shore water system (patented by a Hatteras engineer), and a viewing port into the engine-room so that in case of a fire one can make sure it has been fully extinguished by the halon system—without opening a hatch, admitting fresh air and restarting the fire. Again, the kind of thoughtful design that comes only with experience.

Of course, there are differences between this pair, and one main one is their engines. In the interest of price competitiveness, the 38 (base price \$222,700) offers Crusader 350 gasoline engines as standard equipment although probably only about 20 percent of production will go so equipped. Expect the majority of owners to spend the extra \$57,200 for General Motor's now-standard-issue 455 s.h.p. DDA 6-71TIs that were in hull number one, our test boat. With them, we saw the 38 turn a two-way top speed of 30.7 knots with full fuel and water. Throttled back to reasonable



Sleek, functional, the 38's bridge has a modernistic console with helm seat and room for optional companion seat.



Standard on the 38 are an AM/FM radio/cassette stereo and a television. Side windows slide for ventilation.



Surprisingly roomy for a 38-footer, the master stateroom has a tapering queen berth, twin lighted hanging lockers.

cruise speeds brought 28.7 knots at 2300 r.p.m. and 25.3 knots at 2100 r.p.m. In other words, just what Hatteras was looking for.

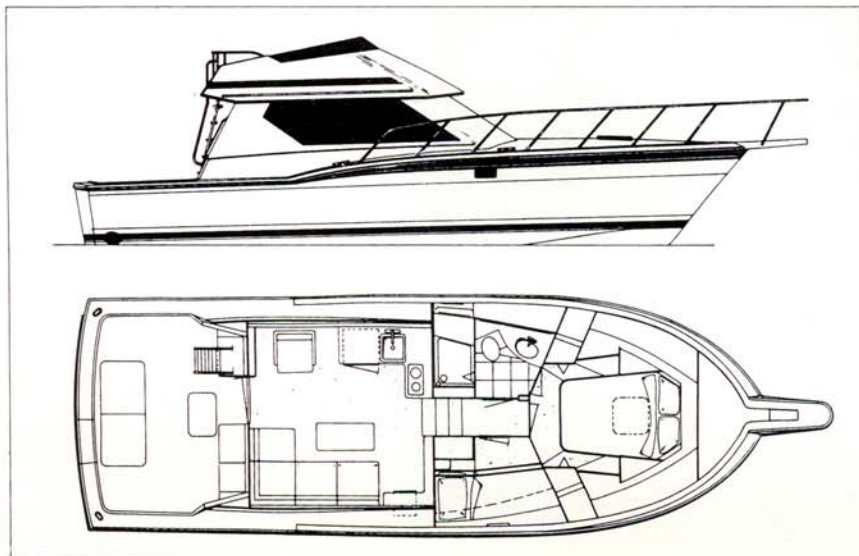
For her part, the 48 comes with but one engine model, twin 720-s.h.p. DDA 8V-92TAs, and thus only one base price of \$489,300. As such, our yacht turned a top speed of 31 knots with cruise speeds of 26.3 knots at 2100 r.p.m. and 21.6 knots at 1900 r.p.m. If anything, those numbers should exceed expectation.

Let's you think that Hatteras is blasé about performance, be aware that the company lavishes Radice propellers on both yachts as standard equipment. Cast of Ny-Bral (a nickel-bronze-aluminum alloy), these precision Italian imports feature an unusual non-overlapping, highly cupped blade design that is said to be good for at least another knot or two up top. They are also quite expensive and at times, difficult to get, so clearly Hatteras is keeping at least one eye on the knotmeter.

But of course, practicality is more important. Look at tankage: The 48 holds 812 gallons of fuel while the 38 holds 475 gallons. There's also a generous water supply: 185 gallons in the 48 and 115 gallons in the 38. All that capacity takes up space and weight but if you're going to use a yacht for more than one-day's worth of trolling you'll want it to be there.

By this time, you may be asking yourself why, if these two yachts are so similar, the 48 is more than two hundred grand more than the 38 with diesels. Of course, one answer is simply that's how things are in yacht building; the larger they get the more dollars they cost per foot. But we should also point out that the 48 comes with a lot of standard features that are optional on the 38. To name a few: an acoustical enclosure for the generator (Onans are

THE 38'S COCKPIT LACKS A MERE 19" OF THE 48'S



SPECIFICATIONS

Hatteras 38 Convertible

l.o.a.	38'10"
beam	13'7"
draft	3'9"
freeboard fwd.	5'7"
freeboard aft	3'4"
headroom	6'5"
displ.	30,400 lb.
water	115 gal.
fuel	475 gal.
standard power:	twin Crusader 350 gas inboards

standard on both yachts), reverse-cycle air conditioning, Glendinning engine synchronizer, microwave/convection oven, vacuum-flush toilets and full-size stereo with remote control.

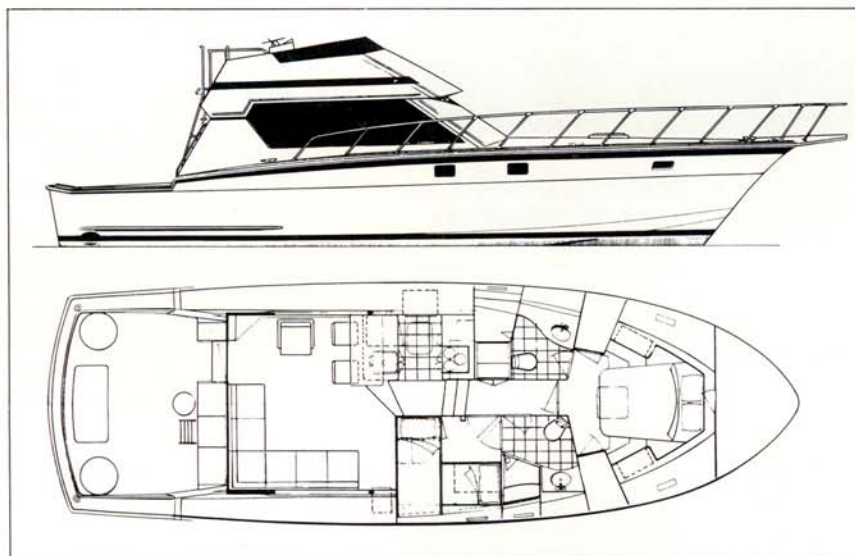
It is interesting to note that several items you might think were stan-

dard are options on both. To wit: top-loading bait freezer, and a flush-mounted fish box. But, then, we are accustomed to seeing these items because most buyers plan to do some serious fishing. On the other hand . . . they are called convertibles; the choice is yours.

The key thing to remember about these two yachts is how well they both represent the Hatteras way of yacht-building.

Seeing the 38 and 48 together on the same day made it even clearer to us that this company has evolved a formula for building its yachts, a successful one based upon years of experience.

THE 48 COMES WITH BUT ONE ENGINE MODEL.



SPECIFICATIONS

Hatteras 48 Convertible

l.o.a.	48'8"
beam	16'0"
draft	4'7"
freeboard fwd.	6'6"
freeboard aft	3'8"
headroom	6'6"
displ.	51,500 lbs.
water	184 gal.
fuel	812 gal.
standard power:	twin 720-s.hp. DDA 8V-92TAs
base price	\$489,300

Buy any Hatteras and you know exactly what to expect; namely, unimpeachable quality and strength, comfort, good performance and above all value. And that formula, so well reflected in the 38 and 48,

above all else explains why Hatteras is so successful in the convertible market and why other builders are paying the devil trying to catch up.

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For more information, about the yachts described in this article, contact Hatteras Yachts, Dept. Y, High Point, NC 27261.