



# NEWSLETTER

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## Recession !!!! . . . What Recession . . .

The age old problem of supply and demand is again raising it's head in the Fusion Production Facility. As the economic position of countries change, so does the thinking of those dreaming of their new boats. Instead of completed production vessels, the demand shifts to production Kits, such as the Fusion 40, performance catamaran.

The current delivery time for a person who has paid their deposit is now 6 months, and this is expected to increase again as demand for the Kit continues to grow.

If you would like to take delivery of a kit in the next 12 months, we recommend you register this interest now.



## NEW AGENT: BRAZIL



Just leaving their offices are Anne Rocha head of Marketing and Thomas Duhon, the Principal of Fusion Brazil.

Absent from the picture are Sergio Freitas, Patrick Nicaud and Vania Pacheco, we hope to be able to show the full team in future issues.

The photograph was taken prior to the Fusion Logo being installed.

A full story on this vibrant new Fusion Agency will be forthcoming.



SHARE . . . SHARE . . . SHARE . . . SHARE . . . SHARE . . .

## Fusion 40 Catamaran Share Owners Program Now Available

If you are on this mailing list there is a very good chance that you have thought about owning a Fusion 40 Cat. The reasons you don't currently have one could be varied and many, but for most it comes down to time and of course, the big one, cost.

The Fusion Share Owners Program allows you to put aside those reasons why you have always said you can't, and makes it possible for you to say, you can:

You can become a share holder in a professionally built Fusion 40 Catamaran.

You can afford the cost because you are not paying for the whole boat, its maintenance or mooring costs, only a share of your choosing.

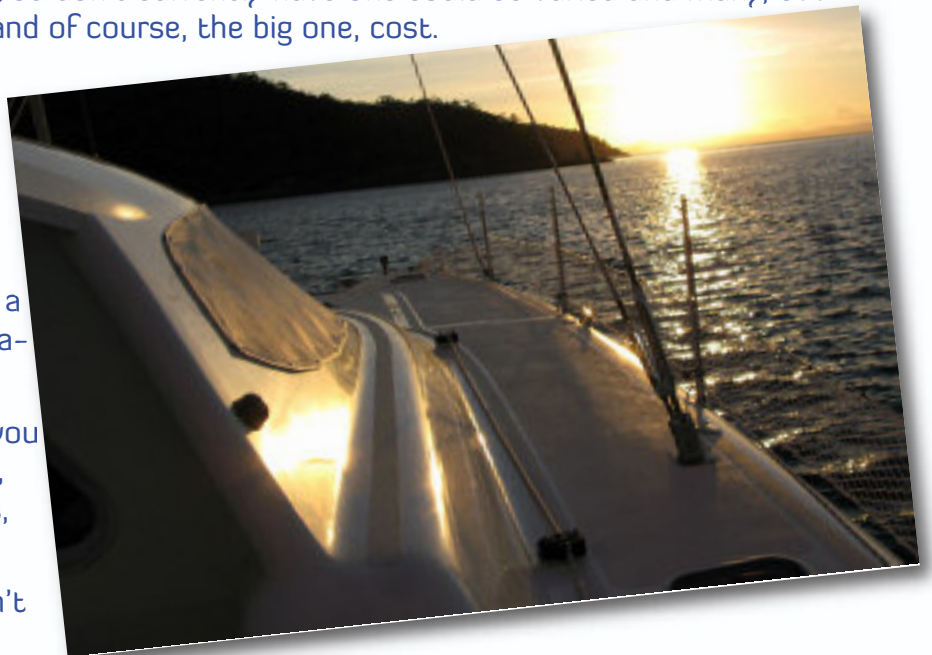
You can stop feeling that you won't have the time to use the boat, as your share purchase choice will suit your availability – no waste of time, no waste of money, no weed gathering on the bottom of your boat.

You can enjoy the experience of stress-free boating without the hassles of boat management (general maintenance, cleaning, and paperwork) as there is a Share Manager who does it for you.

***You can be sure that you are buying absolute value for money as you will have purchased a recognised tradeable asset that historically has shown will retain it's price.***

### How does it work?

- The program has a Share Manager who is responsible for share bookings, boat maintenance, managing moorings and anything else that will ensure the share system runs smoothly.
- The cost is spread over a maximum of 10 owners.
- There are 330 shares in each new yacht. 35 days have been left free for maintenance and vessel relocation time. The minimum purchase is 33 shares (i.e. 33 sailing days).



- Your days are initially allocated, but can be swapped with other owners. Peak periods, weekends and holidays are rotated fairly.
- The first Fusion Share Boat will be based in Perth, Western Australia however it will be entirely possible to move the boat to other locations for your share time - simply liaise with the Share Manager.
- Owners can buy and sell their shares depending on their requirements. It will be possible to sell all or part of their share holdings, existing owners however get a first right of refusal.



## It's not just about the numbers !

Share boat ownership is as much about the social side of sailing. It's a chance to meet people that have a common interest and share that unforgettable thrill of sailing on the open sea.



With the Fusion 40 you have enough space for two families to comfortably cruise together, plenty of room for over-nighting, long weekends or an entire annual holiday. Amongst all the doom and gloom it's definitely time to live a little!! So give us a call at Fusion Western Australia – we'd like to make your dreams come true.

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We believe that it won't be too long before we see some on the East Coast of Australia also



# Your story . . .

Jo Djubal, who is a well known marine journalist in Australia and the US, sent a series of questions to Andrew Pounder, regarding his thoughts on the decision process and building of his Fusion 40 "Intrigue". These were for an upcoming story on Kit Building, and we believed this honest appraisal was worth airing in the Newsletter.

## This is Andrew's Story . . .

Jo . . How many boats have you owned previously? Any other multIs?

I Initially started out with a number of off the beach cats and a range of racing dingy's. I then progressed to trailer sailors with a Sonata 6.7, Hartley's 18 and 21. The family grew some more so then came our move to the Barrier Express SportDeck 30 which was principally to catered for family and speed on the weekends. We then purchased a Seawind 1000 to do some short cruising with the family and friends. Then came time for the ultimate fast longer leg cruiser with requirements and comfort for family , friends and other, to which the Fusion 40 fitted our requirements

Jo . . When did you decide on the kit option and why?

For me the Kit option was not the key driver in my decision but rather an additional benefit along the way. My primary decision making criteria was based around

1. A Leading design readily available
2. Manufactured product with certified quality endorsements
3. Flexability to customise without risk or cost penalties

The "design and manufactured" component pack / Kit removed all the key construction risks and enabled a high degree of flexibility and customisation. I was also leap frogging the industry standard practice for current manufacturing build methods available in the market place at the time by moving to what I would call the "Generation II" in the boat building world ie Gelcoat finished Infusion moulding processes and methods for the total vessels construction.

Jo . . How did you decide on the particular design and how much research was involved?

Simply put " if it looks good it goes good"

During my multihull travels and experiences I have had the opportunity to learn a lot about multihull vessels and what seem to be the key parameters for a good multihull.

I remember the first time I saw a vessel known as " Avalanche" a Lidgard 50, The moment I saw it I knew that Lidgard was someone who knew a lot about multihull design. Stunning vessel.....

From there I followed the bouncing ball to the Fusion 40 story which had, in collaboration with Lidgard, put together a vessel and made it available to market. What they had achieved was to lower the barrier of entry to own and build such a vessel and at the same time raised the bar for new and innovative approaches to design and building a vessel anywhere in the world.



Jo . . What stage are you currently at with your boat?

I have currently completed my vessel and have completed a 9 month cruise with my family up the East Coast . This trip was



without question the vindication of my decision to build a Fusion 40. It tested the vessel end to end in terms of it's Speed on passage, load carrying capability, liveability, space and social elegance

Jo . . Do you have a building time frame?

The boat took me 18 months to build complete and ready go cruising with everything you could wish for . If you had multiple people working with me , ie 2 or 3 this could of been done much more quickly.

Jo . . What do you see as the pros and cons in multihull kit building?

**Pro's:** Any sort of vessel construction requires vision, determination and stamina, kit's fast track these requirements when compared with scratch building.

**Pro's** Modular Component vessels such as the Fusion 40 defines the end product, provides a proven approach and delivers a proven design that performs

**Pro's** Modular component vessels such as the Fusion 40 lock down the fundamental vessel design yet create endless opportunity to customise within the safe parameters of the structural shell.

**Con's** For some the build of anything as significant as a large multihull can be out of reach however this sort of customer is more likely to work within the range of finished products available or await a ready made vessel to purchase.

**Con's** At the time I was building I found some challenges associated with sourcing all the component parts to complete the vessels fitout and the varying decisions required on ergonomics and specific components. This I note has now been addressed by Fusion as they offer a service to pull all this together for you



Jo . . What skills do you feel are absolutely necessary for success?

You require Passion, a sense of adventure , the ability to learn, take advise and experience new things , Management skills, a set of basic practical skills or be willing to develop them.

Jo . . What factors do people need to consider before beginning?

Do your home work in a broad sense, try to be as open as you can in your thinking when assessing all the options available to you.

Invest a little up front to develop a requirements spec which will give you a solid basis on which to decide, cost and then build.

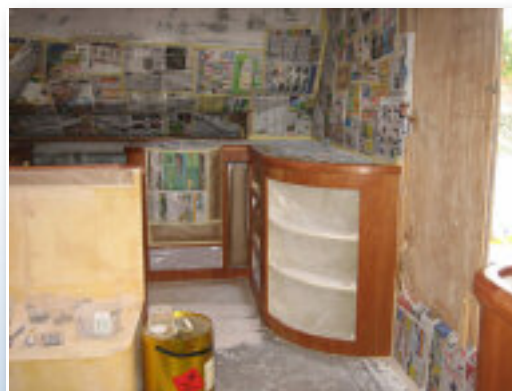
Make sure you balance the project objectives at the beginning to include the build process achievements and relationships developed along the way. This will be critical to sustain and motivate you along the journey.

Jo . . What would be the primary areas where people may go wrong and what advice would you offer to avoid them?

Many people often look at the tangibles first ie the vessel itself , the shiny bits and the gadgets then comes the reality of how to approach the whole project, ie where to build, the set up, the suppliers etc etc.

I work on the basis that "we don't know what we don't know" So the most important thing is gather your information, go high,low, wide and deep.

Learn as much as you can , Clarify your thinking, then Define what you want, lock it down and develop a high level plan. By taking this approach you will significantly reduce your overall costs and increase the quality of the outcome consistent with



your original intent .

I have found that where this piece of work has not been undertaken , a lot of re-work creeps into the project and often clear expectations are not effectively communicated because there is no solid reference point. The idea's and methods continue to change or evolve on the fly depending on the last expert's opinion!!

Jo . . Have you encountered any 'hiccups' and how did you resolve them?

There are always hiccups in any project however with the Fusion 40 project the major risks of design, component parts and method were locked down so there were few issues in that respect. I would have liked to have had some more detailed advice and support during the fit out stage however this has now been addressed by Fusion to the extent where you can purchase a support package, service desk and even purchase a full fitout kit in a container with "every specific item" you need to complete the vessel. I wish that was available when I was building!



Jo . . What do you feel is a helpful attitude/approach to the build process?

I have sort of covered this question in some of the others however in summary

- a. define your requirements well
- b. develop and a plan which outlines the key milestones and supporting tasks
- c. establish a good network around you of support (take them on the journey)
- d. celebrate the successes, enjoy the build time, it will soon end then you will be faced with the sailing paradigm .....what a prospect!



Jo . . How much do you expect to save building from kit?

In the case of the Fusion 40 you can bank on having a completed shiny shell sitting on it's cradle within 3-4 weeks of the container delivery to your location. That's a lot of labour, fairing and paint saving in my book. The remaining elements of the build process are consistent with most other component build vessels. There are however some agents both here in Australia and overseas who may soon be offering ready made furniture moulds which speeds the process even further. I am not specifically across the hours to build other scratch built multihulls so it's difficult for me to specifically benchmark the difference in labour hours. Anecdotal evidence would suggest that build times and therefore costs are radically reduced with the introduction of kits vs starting from scratch. The other saving is the mitigation of risks which are significantly reduced in building a component based vessel.

Jo . . One sentence to sum up your kit building experience?

A fantastic experience, highly rewarding and a real achievement

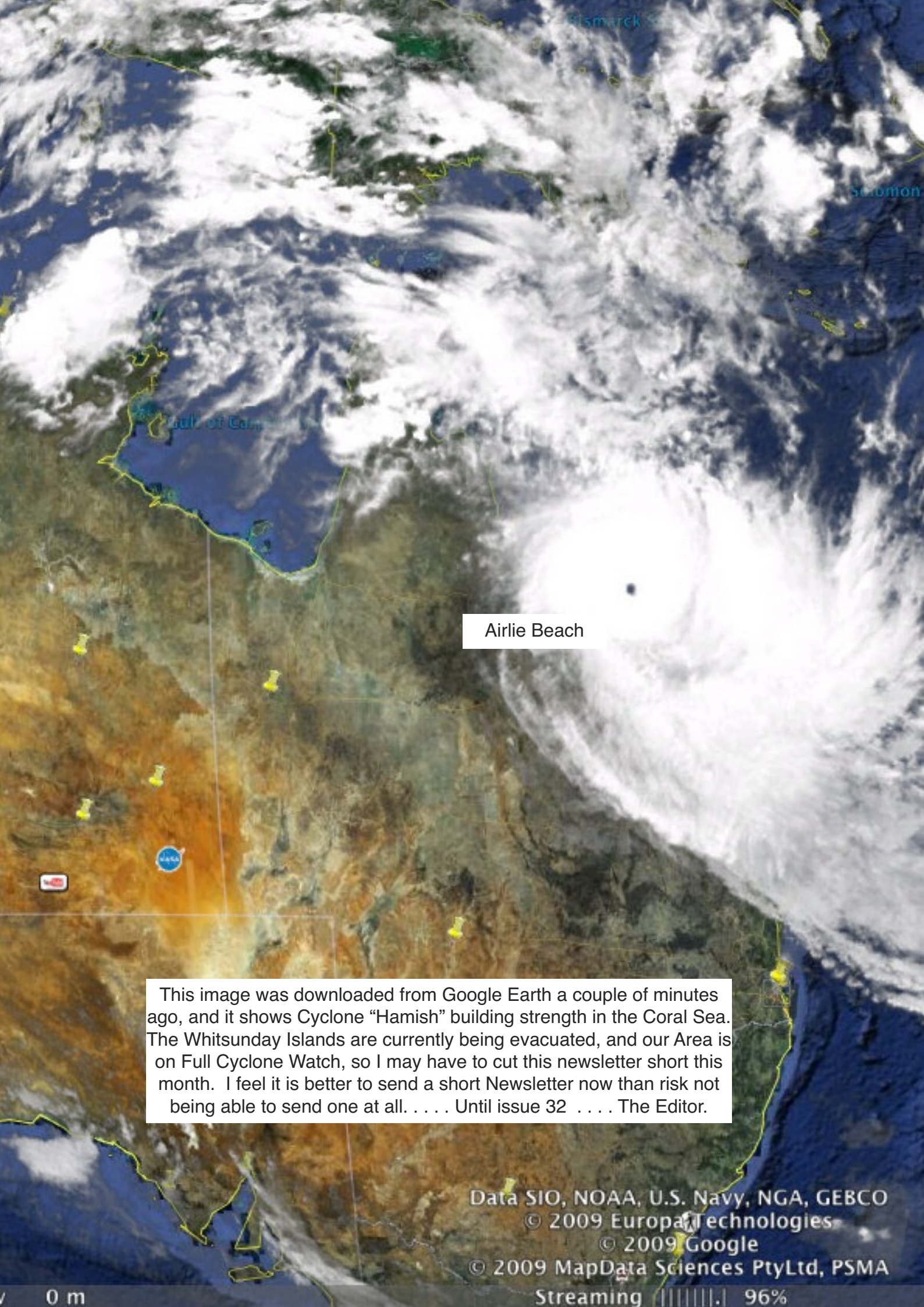


Pictures Show "The Pounder Family" and their lovely build images.



# Chuckle Pics . . .





Airlie Beach

This image was downloaded from Google Earth a couple of minutes ago, and it shows Cyclone “Hamish” building strength in the Coral Sea. The Whitsunday Islands are currently being evacuated, and our Area is on Full Cyclone Watch, so I may have to cut this newsletter short this month. I feel it is better to send a short Newsletter now than risk not being able to send one at all. . . . Until issue 32 . . . The Editor.