



TOTALLY IMMERSSED

Hobie[®]

SHAPING A CULTURE

Hobie's dream was born in his parents' garage in 1950, when Hobie decided to apply his love of woodworking to the sport of surfing. Dad backed out the Buick to make room for a shipment of balsawood, Hobie got out his drawknife and carved out his very first surfboard. Friends soon started dropping by and before you knew it there was no room left for the Buick—**Hobie's business of fun had begun.**


Hobie and the sport grew together. A couple of years and 40 tons of sawdust later, Hobie opened up **Southern California's first surf shop** in Dana Point. Then in 1958 Hobie and buddy Gordon "Grubby" Clark began experimenting with new materials, **literally inventing the polyurethane foam surfboard.** The new boards were lighter, faster and easier to ride than anything else in the water. Suddenly everyone wanted to be a surfer—and every surfer wanted a Hobie.

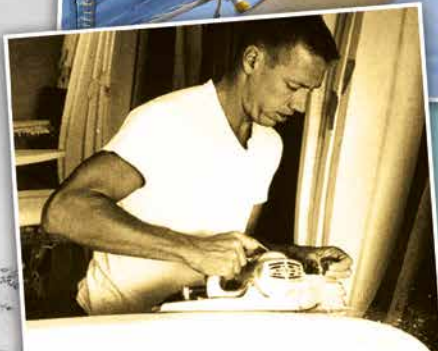
By the mid-1960s, while the Beach Boys were making records, the legendary Hobie Surf Team was setting them. **Hobie's lineup was a veritable Who's Who of surfing greats.** Phil Edwards, Joey Cabell, Corky Carroll, Micky Munoz, Joyce Hoffman, Joey Hamasaki, Gary Propper, Billy Hamilton and Herbie Fletcher are just a few of the champions who supported the distinctive Hobie diamond logo over the years.

In the late 60's Hobie started messing around in boats. Hobie developed a prototype for a lightweight, fast and easy-to-sail playboat based on the

Polynesian twin-hulled catamaran. History soon repeated itself. What Hobie's foam surfboard did for surfing, the Hobie Cat did for sailing, introducing a **whole new way to have fun** in the sun and revolutionizing an industry in the process. In the past four decades, more people have taken to the water on a Hobie Cat than almost any other sailboat design. Hobie Cats are still the world's best selling cats and it's hard to find a body of water on any continent that doesn't have an active Hobie racing fleet.

In the years to follow, plenty of other ocean innovations emerged from Hobie's imagination: the Hobie Power Skiff, a 33' monohull sailer, a 60' ocean voyaging power cat, innovative fishing floats and a wide range of kayaks. Hobie's logo has meant the very best in everything from radio-controlled gliders, skateboards, world-famous polarized sunglasses and sportswear.

It seems incredible that one man's vision could provide so much fun for watermen and women the world over, but in that department, Hobie Alter stands alone. He didn't just create toys, **he created a way of life,** a new way of looking at our watery world. The dream born on the beach in 1950 has become reality not just for Hobie but for new generations of dreamers, all of whom continue to spell **fun in the sun,** the surf and the sand with a flying capitol 



LIFE

February 6, 1970

The Cat That Flies



SURFING

In the constantly evolving world of surfboards, the Hobie name has always stood for **quality, innovation** and **craftsmanship**. In the 1950s, Hobie Alter laid down the road map for surfing's future. He was the first to build production foam and fiberglass surfboards, a mode that has been the dominant construction technique for half a century. Hobie Surfboards circa '50 and circa '60 are some of the most sought after and valuable boards in the collectors market today.

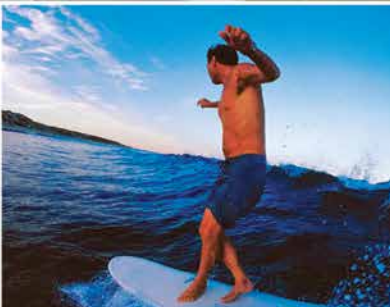
Since 1950 **Hobie has led the way** with innovation and functionality in design. The finest shapers, designers and board builders in the world have left their mark in the hallowed ground of the Hobie Factory established in 1962. To this day Hobie Surfboards are still made at the same factory in Capistrano Beach, California—turning out some of the most sought after modern **masterpieces** of foam and fiberglass in the world.

In every decade of modern surfing Hobie has made some of the **best rides**. If you are looking for a 60s classic longboard, 70s swallow tail fish, retro modern mid-length or 70s down rail single fin—Hobie has you covered with a board perfectly suited to your style of surfing.

There's a lot of noise in the surfboard marketplace, but only one brand stands firm, having built the foundation for the surfing industry one board at a time. For day in, day out performance, quality, and craftsmanship, tap in to one of the most **legendary** names in surfing... Hobie.

CLASSIC





SAILING

Hobie **revolutionized** sailing with the Hobie 14. But in 1968, how could Hobie have known that that little fiberglass fun ticket would change the way the world sailed?

Perhaps he was too busy to notice. After all, his follow-up vessel—the Hobie 16—rewrote the book just two years later. Today, there are over **200,000 Hobies** ripping across the water, reflecting the incredible popularity of these fast, easy to use catamarans. Hobie fleets and regattas are active globally, and the social nature of Hobie sailors is **legendary**. Hobie's aren't just sailboats. They're a way of life. New boats like the Hobie Wave and the 16 Special Edition are helping families just like yours experience the **freedom and thrills only Hobie can offer**.

Should you want to take your sailing to the next level, Hobie's right there with you. Like catamaran racing itself, Hobie is entering the new millennium with innovation and velocity. Working closely with our European partners, we're rolling out a series of no-apologies racing cats capable of challenging the most hardened speed addicts. From the race-rocket Wild Cat to the built-to-thrill FX One, Hobie gets you from Point A to Point B—right now.

The Hobie Cat name is synonymous with multi-hulled **fun**. Decade after decade, weekend after weekend, Hobie has put more cat sailors on the water than any other marque. From the simply perfect—and perfectly simple—Bravo, to the family-friendly Getaway, the Hobie line has the recreational sailor covered. As your experience grows (or if you're already there!) our Hobie racers are straining at the reins.

ORIGINAL





POLARIZED SUNGLASSES

When Hobie puts their collective minds to equip watermen, they bring a half-century of firsthand **knowledge** to the table. After all, if it floats, sails, paddles, or surfs, Hobie sets the benchmark.

Water is inviting, it embodies a beauty and strength. When you combine the water with the sun, it creates a distracting glare. Hobie Polarized **eliminates glare** and gives you visual harmony with your surroundings, while protecting your eyes from harmful rays.

Hobie Polarized glasses are the choice of experienced fishermen, sailors, and surfers worldwide. From our pro-level, glass-lens Heritage Series to our stylish polycarbonate Motion line you'll see why Hobie Polarized is the go-to for over 20 international agencies – including the United States Lifesaving Association and US SAILING.

Whether you're scouting a long beach for the perfect sandbar, staring across the flats for an "invisible" bonefish, or looking into the glare for the windward buoy, Hobie Polarized's 28 years of **innovation** will see you through.

When you're ready for maximum glare reduction with **classic styling**, the choice is clear – Hobie Polarized.

CLARITY





KAYAKING

Hobie didn't invent the kayak. **We just perfected it.** Take a look at the Hobie line of kayaks, and you'll make a startling discovery: the paddle is optional.

Thanks to our breakthrough **MirageDrive®**, kayaking has never been more convenient, efficient, or thrilling. In addition to the traditional paddle, you can now enjoy the benefits of leg power. Here's how it works: you engage the MirageDrive by alternately stepping on the two pedals, thus driving two underwater flippers. Like a penguin's flippers, they propel you across the water with surprising **speed and ease**. The result has to be experienced to be believed. You've never had this much **fun** on the water with so little effort.

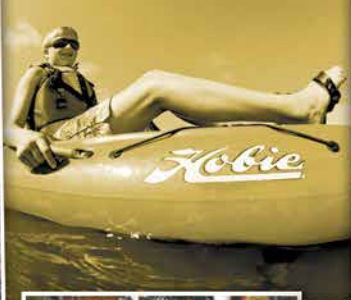
The kayak hulls themselves are pure Hobie. By that, we mean fast, sturdy, and stable. With closed decks, you've got plenty of room for storage. Self-draining scuppers keep you high and dry, even in light chop. Built-in handles both fore and aft make transport a breeze. The Hobie designers did all of the worrying so you don't have to. These kayaks are ready to go from the moment you hit the shoreline.

Care to take your kayaking to a whole new dimension? Introducing the **Hobie eVolve™** electric drive. This ultra-quiet, efficient, and emissions-free motor is now available as an addition to any Hobie Mirage Kayak. Just push the throttle for a quick burst of speed or a steady supply of effortless power. You can even engage the motor while using the MirageDrive pedal system for outstanding hybrid performance!

Hobie is the leader in kayaking innovation and fun. From singles to doubles, fishing or touring, paddle it, pedal it or sail it, Hobie has a kayak that is right for you!

INNOVATIVE





FISHING

Fishing and Hobie kayaks—a match made in heaven. **Silent** and **stealthy**, you'll have access to lunkers that wouldn't come near a powerboat. Shallow-drafted and light on the water, you can fish the skinniest, most difficult to access water imaginable. High-volume and buoyant, kayaks can swallow a startling array of tackle—even live bait wells.

Now, thanks to Hobie's incredible MirageDrive technology, you can **fish hands-free**, on the fly, quietly pedaling from kelp paddy to reef, from reeds to boulder piles.

Nobody combines the ease of kayaking with the **excitement** of fishing quite like Hobie. Seeing the potential early on, Hobie rolled out the most comprehensive lineup of fishing kayaks on the market. Today, Hobie kayaks are the go-to choice of the kayak fishing community.

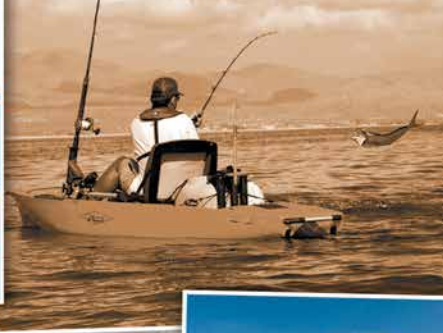
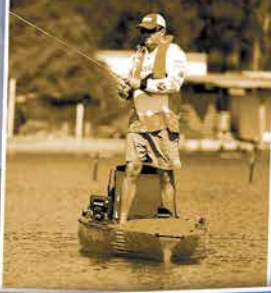
One reason behind Hobie's kayak fishing **success** is the depth of our line. From the small, nimble Sport to the feature-rich Outback; from the two-angler Outfitter to the versatile Revolution®; from the long-range Adventure to the no apologies Pro Angler, Hobie has a match for your style of fishing.

The Hobie fishing accessories line offers a wealth of outfitting options, including live wells, gear buckets, anchor kits and much, much more.

When it's time to not just fish but to **catch**, Hobie gets it done.

LEADERS





SWIMWEAR

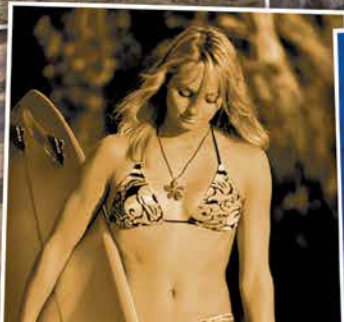
The Hobie lifestyle is as active as it is **authentic**, and with a history rooted in Southern California surf culture, Hobie Swimwear's **style** and fit just can't be duplicated. The **fashion forward** junior swimwear line appeals to the active girl, whether that means "kicking it" at the pool, or paddling out at Malibu.

Our modest fit finds the perfect balance between sassy and functional. That means you'll look as good on the beach as you do in the water. With bright colors, unique embellishments, and fun details, Hobie Swimwear has a finger on the pulse of this season's **coolest coastal looks**.

With design and materials input from top sponsored surfers, Hailey and Sierra Partridge, the Hobie collection is guaranteed to **perform as well as it looks**. Make a splash with Hobie! The real deal never looked so good.

STYLISH





STAND UP PADDLE

Stand-up paddling is the **fastest growing** water sport in the world—and for good reason. SUP opens the ocean to a whole new world of participants. After all, if you can stand up, you can SUP. Whether flat-water touring on a lake or bay, riding waves in a classical style, or accessing the enviable core workout the SUP offers, this exciting new category is whatever you care to make of it.

While the Waikiki beach boys of the 1930s and 1940s all enjoyed surfing with a paddle, it wasn't until recently that the sport took the world by storm. Predictably, Hobie has led the charge with **innovative design and quality**. With some of the deepest roots in the surfboard realm, our designers and craftsmen have conjured the **finest quiver of boards** in the SUP world.

The Hobie SUP line up consists of some of the most innovative race, surf and touring designs in the market today. In racing, Hobie SUP's are known for being the **fastest** and most stable boards in the water. If you are in a race and happen to not be on a Hobie, the chances are almost certain you are following a Hobie! In the SUP surfing world Hobie has some of the most **high performance** surfing SUP's in the water. From 25'+ Sunset to 3' San Onofre, Hobie SUP boards have you covered. In the surf/touring arena Hobie has one of the most popular boards on the market today. If you are on a flat water lake, a river or paddling around in the surf Hobie has what you need to have fun on the water. Hobie... in, on and around the water since 1950.



PROGRESSIVE



SPORTSWEAR

Hobie Alter was a visionary, obsessed with disrupting the status quo and making toys that somehow make water sports better.

It's no surprise, then, that Hobie recently partnered up with Bob Hurley and the Hurley brand, a current **leader in innovative product** for the progressive-minded surfer. Hurley, winner of four consecutive SIMA Boardshort of the year awards applied its technology and vision to **the original surf brand** Hobie and developed a line that is one part tradition, one part future and all parts function-forward.

Hobie Sportswear has **the waterman of all ages in mind**. Classic wovens and knits, timeless tee graphics, boardshorts for any conditions. It's all part of Hobie's legacy. Innovation is at the heart of the surf industry, explains Bob Hurley. Hobie Alter and his clan pioneered more than two handfuls of significant inventions that turned surfing and water sports into things that most of us could never have imagined. Hobie by Hurley promises to continue this tradition with its innovative and **classic sportswear collection**.

AUTHENTIC





BAGS

Introducing Hobie's newest addition for the waterman in all of us—Hobie Bags. This comprehensive line was designed from the ground up to satisfy the needs of **today's adventurous traveler**. Rugged, purpose-built, and handsome, Hobie bags/luggage is the **perfect complement** to your outdoor lifestyle. From long-haul flights to that perfect Indonesian reef, to Catalina overnights for a weekend of kayaking, Hobie's got you covered.

Destined to follow in the footsteps of our legendary Hobie products and innovation, Hobie luggage offers "bulletproof" materials, trip-specific sizing, and an enviable array of **innovative** Hobie features.

Messenger bags, rolling duffels, toiletry bags, cooler bags, adventure packs—they haven't invented a trip you can't take on with this line—all in **classic Hobie style**.

And while every piece in the collection looks good, Hobie's commitment to **function and quality** is alive in every bag.

Buy the ticket, enjoy the ride—your adventure awaits with Hobie.

QUALITY









HAVE A HOBIE DAY



hobie.com

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