



*Quality Since 1974*



EXCEEDING YOUR EXPECTATIONS THROUGH SUPERIOR WORKMANSHIP AND DESIGN



*Lasting Relations...*

## Exceeding Expectations

Pier Pleasure strives to exceed expectations. Listening to customers and continually improving products based on that input is a priority at Pier Pleasure. Extra effort is given to remove sharp edges, corners and other defects. This ensures safety, maintains quality standards and ensures your satisfaction. Pier Pleasure's standards for excellence demand high-quality components, such as non-corrosive stainless steel bolts and pins, stainless cables, aluminum sheaves, brass nuts and aluminum construction.

Satisfied customers are a result of quality products and service. Quality products are produced by a skilled work force using top-line equipment. The experienced, committed work force at Pier Pleasure takes pride in the products they manufacture. Their ideas, opinions and recommendations have been an integral part in the development of Pier Pleasure and its products.



# ALUMINUM BOAT LIFTS





**Model AL40120V-BB/  
AL50120V-BB**

Lift shown with Full-Length V-Bunk.

Lift shown with Hemlock Tweed  
SeaMark™ fabric canopy.



**Model AL60120-BB/  
AL70120V**

Model AL60120V-BB shown  
with Full-Length V-Bunk. Lift is  
standard with 2-button pendant.  
110 volt or 24 volt.



**Model AL30108V/  
AL30120V**

Lift shown with Full-Length  
V-Bunk and optional Motorstop.



**Model AL100132V-HYD**

10,000# Vertical Hydraulic Lift  
Model AL100132V-HYD shown with Full-Length V-Bunk.  
See page 25 for more Vertical Hydraulic Lift details.

## Quality and Value

All Pier Pleasure vertical lift models are standard with non-corrosive stainless steel bolts, stainless cables and brass nuts, giving you many years of service while maintaining a clean appearance. Aluminum sheaves are used to maximize cable life and to ensure lasting performance under heavy use. Pier Pleasure vertical lifts offer rigid diagonal V-bracing on both sides, giving uncompromised strength on demand when your boat is raised to maximum height. Our V-braced design also allows for non-restricted access to your boat from either side of the lift, which is ideal for slip installations.

Vertical lifts are excellent in shallow water conditions and when the weight of the boat exceeds 4000 pounds. In these applications, cantilever lifts lose their mechanical lifting advantage. Pier Pleasure vertical lifts are ideal for applications where the water level changes drastically and where maximum wave clearance is needed. Our direct vertical rise of 66" allows you to keep your boat high and dry without continually moving and adjusting your lift.



# VERTICAL BOAT LIFTS



## Model AL40120VP/AL50120VP

Lift shown with Pontoon V-Racks.

Designed 3 feet longer than other pontoon lifts to provide additional lifting support of your investment. Additional lift length increases lift stability in unfavorable weather conditions.

Pendant



Remote  
FOB

### VERTICAL LIFT SPECIFICATIONS

	LIFT CAPACITY	BEAM WIDTH	LIFT LENGTH	LIFT WEIGHT
AL30108V	3000 lbs.	108"	108"	417 lbs.
AL30120V	3000 lbs.	120"	108"	432 lbs.
AL40120V-BB	4000 lbs.	120"	120"	506 lbs.
AL50120V-BB	5000 lbs.	120"	120"	514 lbs.
AL60120V-BB	6000 lbs.	120"	120"	532 lbs.
AL70120V	7000 lbs.	120"	120"	568 lbs.
AL80120V-HYD	8000 lbs.	120"	148"	792 lbs.
AL80132V-HYD	8000 lbs.	132"	148"	840 lbs.
AL100132V-HYD	10000 lbs.	132"	148"	990 lbs.

### VERTICAL PONTON LIFT SPECIFICATIONS

AL40120VP	4000 lbs.	120"	148"	547 lbs.
AL50120VP	5000 lbs.	120"	148"	560 lbs.
AL60120VP	6000 lbs.	120"	148"	581 lbs.



Stainless Pins with  
Grease Zerks



Aluminum Sheaves  
Stainless Steel Cables



Pivoting Footpad Adjusts  
to Lake Bottom



6000 lb. & 7000 lb. Lift Tech  
Winch – 110 volt or 24 volt



## Quick & Quiet Operation

Press a button on your wireless remote control. Seconds later your boat is in the water and ready to go. With a reliable, rugged and extremely easy to operate Pier Pleasure Hydraulic Boat Lift, you'll never hesitate to use your boat again.

The hydraulic cylinder is enclosed in a beam assembly. This allows for easy installation on any Pier Pleasure vertical boat lift. There is no direct exposure of the cylinder to water and no exposed moving hydraulic cylinder parts. This will provide a clean appearance and safe operation of the lift. Stainless bolts, pins and brass nuts are used on all lifts and accessories to prevent corrosion and maintain a clean appearance for many years. A two-button remote operates the hydraulic system with a manual back-up switch inside the hydraulic pump box.



# VERTICAL HYDRAULIC BOAT LIFTS

## Vertical Hydraulic Boat Lifts

Available from 3,000 to 10,000 pound capacity.



### 5000 lb. Vertical Hydraulic Lift

Shown with Full-Length V-Bunk and Motorstop.



The hydraulic pump, motor and battery are enclosed in a poly box that can be locked. During the storage months, the hydraulic hoses can be disconnected and the box can be stored indoors. The lift is lighter to move during installation and removal because the hydraulic power unit is not attached to the lift.



The 12 Volt system is standard with a battery switch that allows the system power to be disabled when not in use. (Battery not included with the system.)



An optional solar panel is available for charging the 12 volt battery. (Battery not included with the system.)



Pier Pleasure canopy over boat on track system.

Track system not a Pier Pleasure product.



## Freestanding Canopies

Pier Pleasure's canopies are an excellent solution to protecting your marine investment from constant sun exposure, wind and driving rains. Cracking, fading and peeling not only takes away from the look, comfort and function of your boat, it reduces the value of your investment.

A freestanding canopy frame will allow you to use Pier Pleasure's canopies over track systems and pontoons with underdeck lifting kits. Also, freestanding canopies can be used to cover boats moored in a slip.

Freestanding Canopy Kit includes the following items:

- Augers and galvanized pipes to secure canopy frame to the lake bottom or ground.
- Adjustable arms to position the canopy frame at the height you desire.
- Canopy frame and choice of canopy tarp.



## Keeping Your Investment Covered

Pier Pleasure offers a strong, all-welded frame with a sliding end that adjusts for easier tarp installation and removal. The tarp is secured in place by a continuous elastic shock cord and s-hooks, which make for simple installation and removal.

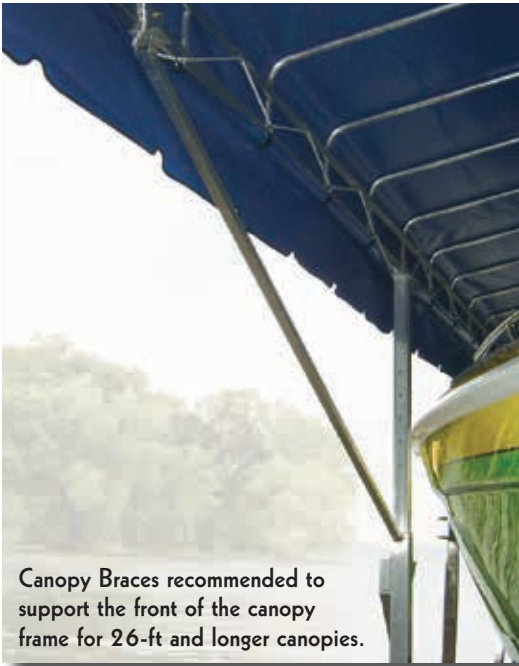
There are two choices of canopy tarps available. Pier Pleasure offers SeaMark™ Marine Fabric, a beautiful, colorfast Sunbrella® fabric that is waterproofed by combining the fabric with a textured marine grade vinyl backing. SeaMark™ has been a favorite of Pier Pleasure customers due to its beautiful appearance and durability. Also, Pier Pleasure offers a high-grade 18-ounce vinyl.

Pier Pleasure's canopy frame shape, unique sliding end and choices in canopy tarp materials combine to provide you with excellent boat protection that will look beautiful on your shoreline.

Also available is our freestanding canopy frame that allows you to use Pier Pleasure's canopies over track systems and pontoons with underdeck lifting kits.



# BOAT LIFT CANOPIES



Canopy Braces recommended to support the front of the canopy frame for 26-ft and longer canopies.

Optional Canopy Braces

## SeaMark™ FABRIC TARP COLORS



HEMLOCK  
TWEED



LINEN  
TWEED



CADET  
GRAY



DUBONNET  
TWEED



BLACK



ROYAL BLUE  
TWEED



*Remember, if it has to be waterproof,  
it has to be SeaMark™*



Sliding Canopy End

Sliding end adjusts for easier tarp installation and removal.

## VINYL TARP COLORS



WHITE



BLUE



GRAY



GREEN



TAN

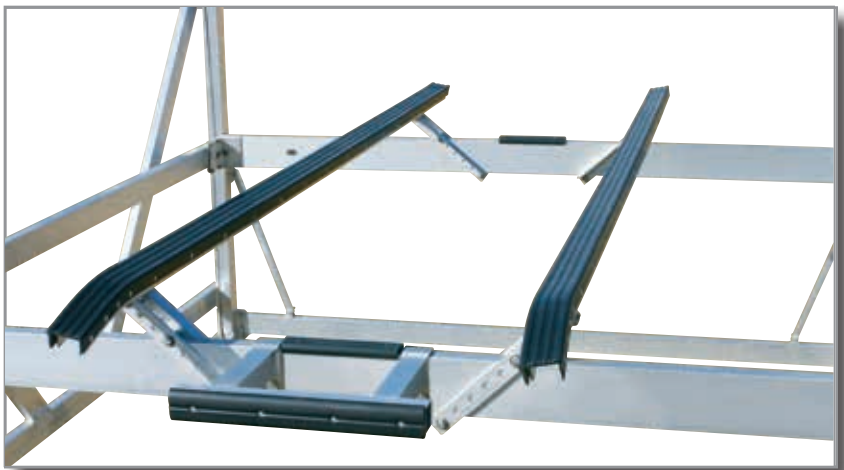
## Canopy Skirt Extensions



Skirt Extensions for the canopy tarp will provide additional protection for your boat from the sun, wind, rain and other damaging elements.



Additional depth with taller height allows entering the lift without lowering the tower. The tarp skirt is secured to prevent blowing in the wind.



### Full-Length Vinyl V-Bunk & Motorstop

The V-Bunk features an aluminum channel and extruded vinyl. The aluminum brackets and channel allow you to make simple adjustments and conform the V-Bunk to any boat hull shape. Pier Pleasure's standard mounting brackets have the necessary clearance needed for the in-board shaft on ski boats. The end of Pier Pleasure's V-Bunk is curved to reduce wear points and protect the hull of your boat.

With a motorstop installed on your boat lift, you can safely position your boat with ease. Extruded vinyl is installed to protect the lower unit of your motor.



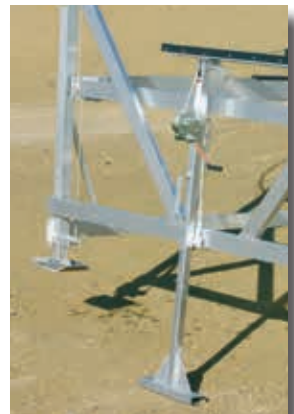
### Full-Length Vinyl Guide-Ons

These guide-ons are made from aluminum channel and covered with extruded vinyl. Flared ends allow for easier entrance into the boat lift. They are adjustable both vertically and horizontally.



### Lift Jack

The lift jack is a great helping hand when making adjustments to the lift legs or when installing wheels for installation and removal of your boat lift. The lift jack is 6 feet tall.



# BOAT LIFT ACCESSORIES



## Wheel Kits

Using wheels when installing and removing a boat lift will make the job easier in most situations. Bracket kits are available to install on any additional lifts and use the same wheels. The plastic wheels may be left on after installation or removed if shallow water conditions require. Lift legs must be lowered into position after installation. The wheels are not intended to provide support while the boat is on the lift.



## Diagonal Step

The aluminum diagonal step with skid resistant tape will assist you as you climb from the dock into your boat. Attaches to the side diagonal of a Pier Pleasure vertical boat lift. Adjustable to the height that you desire.



## Bunk Step

The aluminum bunk step with skid resistant tape will assist you as you climb from the dock into your boat. Attaches to the side bunk beam of a Pier Pleasure vertical boat lift. Adjustable to the height that you desire.



## Battery Tray

The aluminum battery tray can be attached to the vertical lift diagonal. This will allow you to have the battery close and convenient to the power unit. Available sizes for Series 24 and Series 27 Deep Cycle Batteries.



## Bow Stop

The bow stop will assist you in positioning your ski boat into the proper location on the lift. The bow stop is adjustable to accommodate the many designs and styles of boats.



## Flared Pontoon Guide-Ons

Flared Pontoon Guide-Ons will give you confidence to drive your pontoon onto the lift with ease. Simply line up the front of the pontoon and the guide will keep you straight as you drive onto the boat lift. The low-profile design of the guides allow you to easily enter the pontoon without any interference.



## Pontoon Centering Rack

Transform your standard lift into a pontoon lift with the heavy-duty Pontoon Centering Rack. The bracket and hardware allow you to adjust the rack to your desired height. The rack lifts under the deck and guides the pontoon as you drive onto the lift. The 2" x 10" wood is not provided.

## Vertical Lift with Double Centering Guides



See [www.pierpleasure.com](http://www.pierpleasure.com) for new and additional lift accessories.



## Centering Guides

Centering Guides provide a simple way of positioning your boat and prevent damage to the boat's exterior. Available as a pair of Single Centering Guides or a pair of Double Centering Guides. Easy installation and adjustments make Centering Guides a good choice to protect your investment.

## LIMITED WARRANTIES

LIFTS	TERM
ALUMINUM LIFT FRAME STRUCTURE	20 YEARS
LIFT FRAME WELD INTEGRITY	20 YEARS
SEAMARK FABRIC TARP (PRO-RATED)	5 YEARS
VINYL TARP (PRO-RATED)	5 YEARS
ALUMINUM BOX WINCH	5 YEARS
PULLEYS AND WINCH	2 YEARS
STAINLESS CABLES	2 YEARS
HYDRAULIC SYSTEM: CYLINDER - PUMP - HOSES	2 YEARS
LIFT ACCESSORIES	2 YEARS
<b>DOCKS</b>	
ALUMINUM DOCK FRAME STRUCTURE	20 YEARS
DOCK FRAME WELD INTEGRITY	20 YEARS
LEG ADJUSTMENT MECHANISM	LIFETIME
EXTRUDED VINYL SURFACES	20 YEARS
TITAN VINYL SURFACE (PRO-RATED)	12 YEARS
ALUMINUM SURFACES	5 YEARS
WOOD SURFACES	90 DAYS
DOCK ACCESSORIES	2 YEARS

A copy of Pier Pleasure's warranty is available upon request.

**NOTICE:** All visual representations, dimensions, and specifications contained in this literature are based on the latest product information available at time of publication approval. The right is reserved to make changes in materials, equipment, design, specifications, models, and to discontinue models.

Dock layouts and photos shown in this literature may not meet local and state regulations in your area.

Pier Pleasure's warranty does not cover wind, storm, or ice damage. Do not leave any Pier Pleasure product in the water during winter months. Leaving product in freezing water in all situations is not recommended and voids all warranties.

**GUARANTEE:** If you are not satisfied with your purchase within 30 days from delivery, we will replace the product with another of equal value or refund your money.

**PIER PLEASURE** has been manufacturing a full line of quality marine products since 1974.

This product is constructed under one or more of the following patents.  
4126006, 3468143, 3383822, 4125610, 3499541,  
3562780, 4120057, 3361731



Quality is never an accident. It represents the wise choice of many alternatives.



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**Talk to an Authorized Pier Pleasure Sales Representative about what Pier Pleasure can do for you.**

