

THUNDERBIRD PRODUCTS

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FORMULA BOATS DISTRIBUTOR & AUTHORIZED SERVICE CENTER

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# FORMULA

*PERFORMANCE  
CRUISER 2017*





# FORMULA –

## THE EASE OF HAVING IT ALL...

SMART BOATING DECISIONS ARE EASY. Look no further than FORMULA, where you can truly have it all. Whether it's a 31, 34, 37 or 40 FORMULA PERFORMANCE CRUISER, you've assured exceptional times are ahead. Select your favorite options, or design your best of times with FORMULAFLEX™ to personalize graphics, upholstery and electronics. FORMULA combines all the features you like best in a clever, versatile design that's as practical as it is beautiful – double helm seating, comfortable portside and aft U-shaped lounges in contrasting textures plus a safe center walkway to the foredeck all ensure truly pleasurable cruising. The complete entertainment wetbar and versatile lounge tables that lower to create a larger sunning area, along with stainless drink holders at every turn, confirm FORMULA's position in the forefront of marine design. New for 2017, all FORMULA PC models boast an aft-facing sun lounge that cleverly converts to an extended layout, perfect to oversee on-water activities at anchor. Add the optional extended water sport swim platform with four drink holders, available on the 31, 34 and 37, to bring everyone to the water. And for even more fun, a convenient swim seat is available when you choose the water sport swim platform, offering plenty of space to lounge, play and interact.

ORDER A FORMULA AND WORK DIRECTLY WITH OUR SALES TEAM AND PROJECT ENGINEER OR VISIT OUR HEADQUARTERS FOR A TRULY IMMERSIVE EXPERIENCE AS YOU MAKE YOUR VISION A REALITY. You will receive photos as your personalized dream boat progresses through production, plus a complete set of photos at delivery. You can even arrange for a tour and personally observe your boat's progress – we would love to host you.

NEW METALLIC COLORS FOR 2017 in Crystal Blue Metallic and Espresso Metallic add fresh options for our stunning A, B and Vision graphics. With FORMULAFLEX, accent colors are interchangeable, rewarding those with creative imagination and a perceptive eye. MyWay™ upgrades put you further in the designer's seat with the full range of Pantone®

and automotive colors at your fingertips. Want your FORMULA to match your vehicle? Or your alma mater? Or the color of her eyes? You can do that with FORMULAFLEX MyWay.

IN THE COCKPIT, striking gelcoat colors on the dash, wetbar and table provide a dramatic setting for the Dark Woodgrain, Charcoal Woodgrain or Liquid Black dash panels and upscale Corian® surfaces throughout. FORMULAFLEX now gives the ability to select upholstery base, accent and piping colors to further communicate your individuality. The latest technology updates keep you connected with multiple USB charging ports and Bluetooth as standard on all models. Also, a stunning blue LED cockpit lighting package is an option as well as luminous blue-lit LED JL Audio® cockpit speakers.

THE INVITING FORMULA PC CABIN REFLECTS YOUR INSPIRED FLAIR THROUGH PERSONAL SELECTIONS OF RESIDENTIAL CABINETRY FINISHES, UPSCALE CORIAN COUNTERS, ATTRACTIVE FLOORING SURFACES, LUXURIOUS ULTRALEATHER™ UPHOLSTERY AND BEAUTIFULLY COORDINATING FABRIC OPTIONS. CABIN THEMES OF GULF SAND, PEBBLE BEACH, SILVER SURF AND MIDNIGHT TREASURE OR THE ELEGANT DESIGNER RALPH LAUREN® UPGRADE OFFER A BROAD SCOPE IN DÉCOR POSSIBILITIES. FORMULAFLEX ALLOWS THE ENJOYABLE EXPERIENCE OF DESIGNATING PILLOW, DRAPERY AND BEDSPREAD FABRICS FROM BEAUTIFULLY COORDINATED COLLECTIONS. THE GENEROUS HEAD COMPARTMENT AND QUEEN SIZE MEMORY FOAM BED ALONG WITH LOUNGE AREAS THAT CONVERT FOR ADDITIONAL SLEEPING MAKE FOR RELAXING GOOD NIGHTS. THE DELUXE GALLEY IS EXTRAORDINARILY APPOINTED WITH AN IMPRESSIVE ARRAY OF EQUIPMENT.

FORMULA KNOWS HOW IMPORTANT YOUR TIME ON THE WATER IS. That's why we re-engineered every FORMULA PC with a multi-position aft facing sun lounge and available extended swim platform and swim seat. Whether you have a few hours, a weekend, or longer journeys in mind, there's a FORMULA PERFORMANCE CRUISER model for you.

WE BUILD FOR YOU, NOT FOR THE MASSES. Your one-of-a-kind FORMULA is closer – and easier – than you imagined. It's what sets you apart and makes your FORMULA boating even more satisfying.

RELAX AND ENJOY THE EASE OF HAVING IT ALL-FORMULA

marine industry★  
**CSI**  
award  
2015

STERNDRIVE BOWRIDER BOATS

STERNDRIVE CUDDY AND EXPRESS BOATS



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FORMULA PRESENTS THE 2017 LINE OF BEST DESIGNED, BEST BUILT PLEASURE BOATS ON THE WATER TODAY. THROUGH 61 YEARS OF ONGOING ADVANCEMENT IN MARINE MANUFACTURING, FORMULA'S TRADITION OF EXCELLENCE CONTINUES TO SURPASS EXPECTATIONS WITH THE ULTIMATE GOAL OF PROVIDING CONSISTENTLY GRATIFYING EXPERIENCES ON THE WATER WITH FAMILY AND FRIENDS.

SINCE 1976, FORMULA HAS BEEN 100% OWNED AND MANAGED BY THE PORTER FAMILY, FOCUSED ON CONTINUAL PRODUCT IMPROVEMENT THROUGHOUT THE LINE, FROM THE SMALLEST BOWRIDER TO THE SUPERLATIVE 45 YACHT. A DEDICATED TEAM OF EMPLOYEES DO THEIR BEST EVERY DAY, COMBINING PREMIUM MATERIALS WITH DETAILED FIT AND FINISH TO ACHIEVE THE EXTRAORDINARY STANDARD OF QUALITY REQUIRED IN A FORMULA.

AS LIFELONG BOATERS, THE PORTERS REALIZE THE IMPORTANCE OF RESPONSIVE, CUSTOMER-ORIENTED SERVICE FOR OWNERS, ADDRESSING ISSUES THROUGH AREA DEALERSHIPS, AUTHORIZED SERVICE CENTERS AND THE TECHNICAL ASSISTANCE TEAM LOCATED AT THE MANUFACTURING FACILITY.



FORMULAFLEX™ OFFERS INDIVIDUAL PERSONALIZATION

- GRAPHIC COLOR CHOICES ARE INTERCHANGEABLE TO COMMUNICATE YOUR PERSONAL STYLE
- CHOOSE UPHOLSTERY BASE, ACCENT AND PIPING COLORS TO YOUR INDIVIDUAL PREFERENCE
  - WIDE CHOICE OF CABIN FABRICS, CORIAN SURFACES AND CABINETRY MAKE IT UNIQUELY YOURS
  - POSITIONING OF ELECTRONICS CAN BE FURTHER PERSONALIZED
  - FORMULAFLEX MyWay™ UPGRADES OFFER VIRTUALLY UNLIMITED GRAPHIC COLOR SELECTION, PLUS MORE COCKPIT, CABIN AND ELECTRONIC CHOICES



## THE FORMULA DIFFERENCE

THE PORTERS INVITE YOU TO JOIN THE EVER-GROWING FAMILY OF BOATERS WHO EXPERIENCE A REASSURING DIFFERENCE WITH FORMULA. THAT DIFFERENCE IS THE RESULT OF FINE-TUNED DESIGN, AUTHENTIC CRAFTSMANSHIP AND A COMPANY-WIDE INSISTENCE ON EXCELLENCE. IT MEANS YOU'LL ENJOY MORE PRICELESS MOMENTS WITH FAMILY AND FRIENDS EACH TIME YOU BOAT. THE PORTER FAMILY WOULDN'T SETTLE FOR LESS AND NEITHER SHOULD YOU!



FORMULA QUALITY

- 575,000 SQUARE FOOT MANUFACTURING FACILITY BUILT SPECIFICALLY FOR POWERBOAT PRODUCTION
- BASED IN DECATUR, INDIANA, THE PORTERS' HOMETOWN
- CONSISTENT PROCEDURES CARRIED OUT WITH MIDWEST WORK-ETHIC DEDICATION
- UTILIZING THE LATEST TECHNOLOGY TO ITS GREATEST ADVANTAGE
- CORPORATE, SALES AND PRODUCTION ALL UNDER ONE ROOF FOR ONGOING COLLABORATION IN CREATING EACH BOAT

JOHN ADAMS, EXCLUSIVE DESIGNER

- RESPONSIBLE FOR EACH FORMULA'S SLEEK LINES AND OUTSTANDING PERFORMANCE
- ACHIEVED THROUGH HIS EMINENT BLEND OF FORM AND FUNCTION
- EACH UNIQUE DESIGN FIRST BECOMES A 3-D IMAGE, THEN A FULL SCALE REPRODUCTION AND FINALLY THE MASTER MOLD



FORMULAFLEX







# THE FORMULA DIFFERENCE BEST FROM START TO FINISH



FORMULA



## SUPERIOR STRUCTURAL REINFORCEMENT ASSURES LEGENDARY PERFORMANCE

- RESIN-ENCAPSULATED, SUSPENDED CROSS-FRAMED STRINGER AND BULKHEAD SYSTEM SECURELY BONDED TO HULL WITH BIAxIAL LAMINATES FOR OPTIMAL FORCE DISTRIBUTION
- STRINGERS FOAM-FILLED FOR VIBRATION DAMPENING AND SOLID RIDE
- ADDITIONAL STRUCTURAL REINFORCEMENT – CUSTOM FIBERGLASS SHAPES, OR PULTRUSIONS, IN HULL BOTTOM AND ALONG GUNWALES

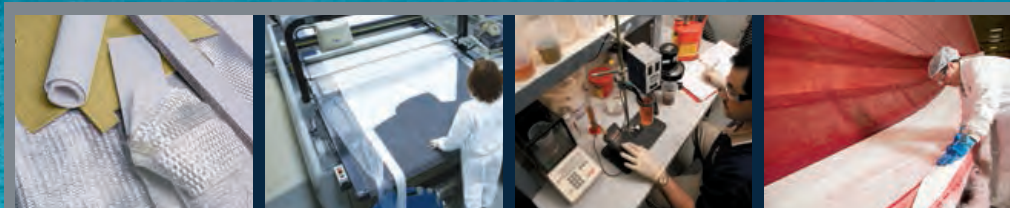


- DECK AND HULL INSEPARABLE – CHEMICAL PLEXUS BOND PLUS STAINLESS STEEL BOLTS THROUGH HEAVY BACKING PLATES



## FORMULA IS FAMOUS FOR PERFORMANCE EXCELLENCE

- UNIQUE PERFORMANCE HERITAGE WITH 61 YEARS OFFSHORE BOATING EXPERIENCE
- PROVEN DEEP-V FORMULA HULL CONFIGURATION
- SPIRITED PACE WITH RESPONSIVE HANDLING
- SOLID, ENJOYABLY SMOOTH RIDE



## LAMINATION PROCEDURES ASSURE DURABLE BEAUTY

- COMPUTER PROGRAMMED CUTTING PRODUCES CUSTOM-PLY FIBERGLASS AND COREMAT® SHAPES
- HAND-LAID COMPOSITES AND RESIN CAREFULLY LAYERED WITH OPTIMAL CURE TIME IN THOROUGHLY MAINTAINED MOLDS
- HIGH SHEAR STRENGTH CORECELL™ IN ALL FOREDECKS AND HULLSIDES
- PREMIUM AME® 500I RESIN IN FIRST TWO HULL LAYERS—NO BARRIER COAT NEEDED AS WITH LOWER GRADE RESIN
- EVERY SQUARE INCH AT ITS STRONGEST – NO PROBLEM AREAS TO PATCH WITH KEVLAR STRIPS



## FORMULA CABIN – A SUMPTUOUS RETREAT

- LUXURIOUS ULTRALEATHER™ LOUNGES, BEAUTIFULLY FINISHED CABINETRY, UPSCALE CORIAN® SURFACES AND SOLID WOOD TABLES FOR A PLEASING RESIDENTIAL ENVIRONMENT
- DÉCOR SELECTIONS FEATURE FABRICS THAT ENHANCE EACH THEME – EVEN FURTHER PERSONALIZATION WITH FORMULAFLEX
- CHOICE OF CUSTOM QUILTED BEDSPREAD WITH REVERSIBLE PILLOW SHAMS, LINENS AND EMBROIDERED TOWEL SETS
- WOODGRAIN-FINISH FLOORING AND WOOD ENTRY STEPS COMPLEMENT YOUR SELECTED CABIN DÉCOR
- WALL AND CEILING PANELS FIT PRECISELY – NO TELL-TALE BEAD WELT OR SCREW CAP COVERS TO MASK SHORTCUT ASSEMBLY



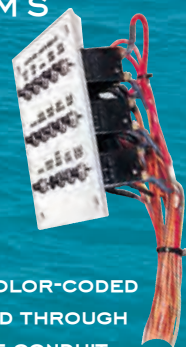
## ONLY THE BEST COMPONENTS MAKE IT INTO A FORMULA

- FORMULA TESTS EXTENSIVELY FOR QUALITY AND ENDURANCE
- IF A PROPOSED ITEM FAILS, IT WON'T BE IN YOUR FORMULA
- ALL RAILING IS LOW-CARBON 316L STAINLESS STEEL – HIGHEST MARINE-GRADE AVAILABLE
- 316 STAINLESS CUSTOM CLEATS INSTALLED WITH STAINLESS LOCK NUTS AND BACKING PLATES
- VIRTUALLY ALL HARDWARE IS 316 STAINLESS, FAR SUPERIOR TO MERELY ELECTROPOLISHED, LOWER-GRADE STAINLESS
- HARDWARE THRU-BOLTED WITH CHROME-PLATED STAINLESS FASTENERS RATHER THAN TAPPED ALUMINUM PLATES
- INSERTING FLEXIBLE O-RINGS ENSURES A WATERTIGHT SEAL



## FORMULA ELECTRICAL SYSTEMS KEEP YOU ON THE WATER

- CONNECTIONS INDIVIDUALLY HAND-CRIMPED AND HEAT-SEALED WITH DOUBLE-WALL SHRINK TUBING USING CORROSION-RESISTANT TINNED WIRE
- NEVER USING LESS RELIABLE, PREINSULATED CONNECTOR COMMON IN THE INDUSTRY
- FOR LONGER RUNS, COLOR-CODED WIRING NEATLY ROUTED THROUGH FLEXIBLE, PROTECTIVE CONDUIT
- EASILY RESET E-T-A® CIRCUIT BREAKERS SHIELD SYSTEMS FROM EXCESS CURRENT DAMAGE
- HEAVY-DUTY MARINE-GRADE BATTERIES INSTALLED FOR ADDED RELIABILITY
- DTS/EVC EQUIPPED BOATS WITH DEDICATED STARTING BATTERIES



## GENUINE CORIAN COUNTERTOPS – NOT AN IMITATOR

- ADVANCED BLEND OF NATURAL MATERIALS AND PURE ACRYLIC POLYMER
- UNIQUELY HAND-CRAFTED BY FORMULA
- REMARKABLY DURABLE, SEAMLESS SURFACE
- NONPOROUS AND EASY TO CLEAN – STAINS DO NOT PENETRATE



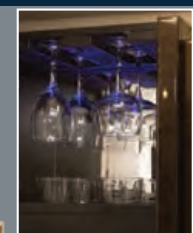
## LUXURIOUS ULTRALEATHER LOUNGES

- PERFECT SETTING FOR RELAXATION AND ENTERTAINMENT
- RICHLY TEXTURED APPEARANCE AND SUPPLE FEEL OF FINE LEATHER
- SURPRISINGLY TOUGH AND DURABLE – SPILLS WIPE UP EASILY



## FLAWLESS, HIGH-GLOSS CABINETRY – A FORMULA STANDOUT FEATURE

- SOLID, PRECISION CONSTRUCTION AT ITS CORE
- CAD/CAM ROUTERS CUT, DRILL AND SHAPE MATERIALS FOR EXACTING ASSEMBLY AND FIT
- CABINETRY CONSTRUCTED WITH THRU-BOLTED ALUMINUM AND STAINLESS STEEL EXTENDED L-BRACKETS
- EXTENDED L-BRACKETS SECURE CABINETRY UNITS TO THE HULL
- CABINET DOORS REMAIN CLOSED UNDER WAY WITH PERFECT JOINERY AND TOP QUALITY LOCKING LATCHES
- DRAWERS ARE ALL PREMIUM DOVETAILED HARDWOOD MAPLE CONSTRUCTION



- MULTIPLE USB CHARGING PORTS AND BLUETOOTH STANDARD ON ALL MODELS
- SUBSCRIPTION-READY SIRIUSXM™ SATELLITE RADIO
- EVERY CABIN FEATURES 32" LED/LCD HDTV W/AUXILIARY HDMI PORT AND BLU-RAY Disc PLAYER W/WiFi

- LED/LCD HDTV W/BLU-RAY Disc PLAYER W/WiFi AS OPTION IN AFT CABINS AND STANDARD IN 37 AND 40 PC FORWARD STATEROOM



SCAN FOR FORMULA  
DIFFERENCE VIDEO

## VIBRANT, LONG LASTING FINISH FAR SURPASSES ALL OTHERS

- PREMIUM, ASHLAND MAXGUARD™ LE GELCOAT – THE BASE ON ALL FORMULAS
- UNIQUE AXALTA™ CHROMAPREMIER® BASECOAT/IMRON® ELITE CLEARCOAT GRAPHIC PROCESS NEVER CHALKS, FADES OR NEEDS TO BE BUFFED BACK LIKE THE COLORED GELCOAT OTHERS COMMONLY USE
- MULTI-STAGE PROCESS CREATES BRILLIANT METALLIC DESIGNS – IMPOSSIBLE WITH GELCOAT OR IMRON PAINT ALONE
- STUNNING GRAPHICS WITH NO ACCENT TAPE STRIPING APPLIED
- WIDE SELECTION OF COLOR AND DESIGN OPTIONS – UNLIMITED PERSONALIZED COLOR EXPRESSION WITH FORMULAFLEX™ MYWAY™ UPGRADE







# BOATING SATISFACTION MAKES ALL THE DIFFERENCE



## FORMULA



## FORMULA COCKPITS LEAD IN VERSATILITY AND CROWD-PLEASING COMFORT

- MULTI-PURPOSE DESIGN INNOVATIONS BRING MORE FUN ON THE WATER
- COCKPIT SEATING CLEVERLY TRANSFORMS FOR ALL-OUT PERFORMANCE RUNS OR RELAXING CONVERSATIONS IN THE ROUND
- AFT FACING LOUNGE EASILY CONVERTS TO EXPANSIVE SUNPAD, GREAT FOR IN-WATER ACTIVITY AT ANCHOR
- BEAUTIFULLY INTEGRATED STEPS AND DECK WALKWAY FOR EASE AND SAFETY
- FORMULA SIGNATURE DOUBLE-WIDE ADJUSTABLE HELM SEAT LETS YOU SHARE BOATING EXPERIENCES TOGETHER

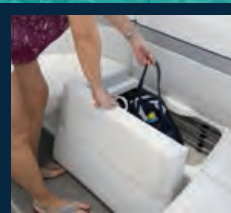
## FORMULA'S HELM STATION ASSURES CONFIDENT COMMAND

- DOUBLE-WIDE SEATING WITH OPTIONS TO SIT, STAND OR REST ON THE UPRIGHT SEAT
- STURDY COMPOSITE DASH FEATURES CHROME SHIFTERS/THROTTLES AND INTUITIVE WATERPROOF ROCKER SWITCHES WITHIN EASY REACH
- ILLUMINATED GAUGES, DIGITAL INSTRUMENTATION AND NAVIGATIONAL ELECTRONICS LOGICALLY ARRAYED ON DARK WOODGRAIN, CHARCOAL WOODGRAIN OR LIQUID BLACK ALUMINUM DASH PANELS
- POSITIONING OF ELECTRONICS CAN BE FURTHER CUSTOMIZED WITH FORMULAFLEX™
- IMPRESSIVE LEATHER-WRAPPED, POLISHED STAINLESS STEERING WHEEL

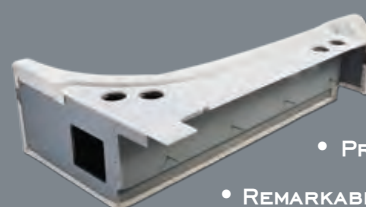


## EVERYTHING YOU NEED FOR A DAY FULL OF FUN

- INTEGRATED WETBAR, A FORMULA HALLMARK, WITH GENUINE CORIAN® COUNTER, LARGE SINK, TRASH CONTAINER AND COOLER OR AVAILABLE REFRIGERATOR FOR EASY ENTERTAINING
- THE HIGHEST NUMBER OF POLISHED STAINLESS STEEL DRINK HOLDERS WITHIN EASY REACH
- SMOOTHLY FINISHED FIBERGLASS STORAGE COMPARTMENTS STAY OPEN WITH GAS-SPRING OR SPECIAL HINGE DESIGN
- DEDICATED STORAGE FOR TABLES, FILLER CUSHIONS, LINES, FENDERS AND PFDs



## SUPERIOR SEATING WITH THE HIGHEST QUALITY CONSTRUCTION TECHNIQUES AND MATERIALS



- WATERPROOF MARINE MATERIALS – NO WOOD THROUGHOUT COCKPIT
- ROTOCAST, STARBOARD® AND StarLite® XL SEAT CORES GUARANTEE LONGEVITY
- PRESHAPED, CONTOURED ANTI-MICROBIAL FOAM COMPONENTS
- REMARKABLE DriFast® FOAM DOES NOT RETAIN WATER
- COMPUTER-PATTERNED AND CNC CUT SHAPES ASSEMBLED INTO HIGHLY DETAILED FORMS BY SKILLED SEWERS



- ACCENT VINYLs COLOR-PERMEATED THROUGHOUT
- HIGH-GRADE TENARA® THREAD DOES NOT DETERIORATE FROM UV, CLEANING AGENTS OR SALTWATER



DriFast® FOAM



Tenara



PRECISION, DOUBLE-NEEDLE STITCHING

## FORMULA ENGINE ROOMS OFFER REASSURING SAFEGUARDS

- ELECTRIC ENGINE ACCESS WITH NEATLY INTEGRATED HATCH SEAL
- FUME DETECTOR AND STANDARD AUTOMATIC FIRE EXTINGUISHING SYSTEM
- STERNDRIIVE ENGINES THRU-BOLTED USING HEAVY-DUTY CAST ALUMINUM MOUNTS AND BACKING PLATES, AND IPS ENGINES BOLTED INTO STRINGER-INTEGRATED ALUMINUM PLATES – FAR SUPERIOR TO LAG SCREWING DIRECTLY TO STRINGERS AS IN MOST OTHER BOATS
- AVAILABLE EXTERNAL FRESHWATER FLUSH

## EACH FORMULA MUST PASS EXTENSIVE TESTING

- ALL BOAT INSTRUMENTS AND SYSTEMS FULLY ENGAGED AND EVALUATED IN A TEST TANK
- ENGINES ARE POWERED UP AND RUN THROUGH DIAGNOSTICS WHILE IN GEAR
- CONTINUOUS WATER SPRAY CONFIRMS SEALS AROUND DECK HATCHES, HARDWARE AND ALONG WINDSHIELD
- NEW HULL DESIGNS, ENGINE PACKAGES, MATERIALS AND EQUIPMENT EVALUATED THROUGH TESTING ON OPEN WATER
- FORMULA'S QUALITY PROGRAM ASSIGNS A TEAM OF INSPECTORS TO EXAMINE EACH FINISHED BOAT AS IF THEY WERE THE BUYER – REINFORCES THE IMPORTANCE OF CONSISTENT, PREMIUM QUALITY THROUGHOUT THE ENTIRE FACILITY
- NEW OWNERS ENJOY THE FORMULA DIFFERENCE FROM DAY ONE

## FORMULA CONSISTENTLY EARNS THE COVETED MARINE INDUSTRY CSI AWARD



- EVALUATION PROGRAM IMPARTIALLY ADMINISTERED BY THE MARINE INDUSTRY, NOT FROM COMPANY QUESTIONNAIRES
- EARNED AWARDS IN STERNDRIIVE BOWRIDER AND STERNDRIIVE CUDDY AND EXPRESS
- IMPORTANT CUSTOMER SATISFACTION ACHIEVEMENT – CHECK OTHER BOAT COMPANIES FOR THEIR INDUSTRY RATINGS

## FORMULA SERVICE KEEPS OWNERS ON THE WATER THROUGH A QUALIFIED NETWORK

- FORMULA DEALERS OFFER EXPERT FULL SERVICE ALONG WITH NEW AND PRE-OWNED SALES
- OVER 100 OTHER LOCATIONS DESIGNATED AS FORMULA AUTHORIZED SERVICE CENTERS
- FIND ALL LOCATIONS ON THE FORMULA WEBSITE

## THE FORMULA TEAM GOAL IS OWNER SATISFACTION AND SAFETY

- FORMULA IS NATIONAL MARINE MANUFACTURERS ASSOCIATION CERTIFIED, USING AMERICAN BOAT AND YACHT COUNCIL STANDARDS



## FORMULA'S TECHNICAL ASSISTANCE GROUP (TAG) OFFERS VITAL CORPORATE SUPPORT

- QUICK, ACCURATE ADVICE TO DEALERS HELPS RESOLVE SERVICE ISSUES
- TIMELY UPDATES TO DEALERS ON PRODUCT CHANGES AND SERVICE PROGRAMS

## FORMULA GUARD COVERAGE ON EVERY NEW MODEL

- PROTECTS EACH NEW FORMULA OWNER'S INVESTMENT
- 10-YEAR STRUCTURAL WARRANTY
- 5-YEAR LIMITED PROTECTION PLAN ON ALL COMPONENTS, ACCESSORIES, ENGINES AND OUTDRIVES
- INCLUDES LABOR AND REPLACEMENT MATERIALS
- TRANSFERABLE DURING FIRST FIVE OWNERSHIP YEARS
- HIGH VALUE REMAINS STRONG TO TRADE UP

## THE FORMULA DIFFERENCE

IT'S IN THE SLEEK DESIGN, THE SOLID DEPENDABILITY, THE SMOOTH, FAST RIDE, AND MOST IMPORTANT OF ALL THE BOATING SATISFACTION WITH FAMILY AND FRIENDS THAT YOU EXPERIENCE OVER AND OVER AGAIN.

AND THAT MAKES ALL THE DIFFERENCE  
IN THE WORLD!





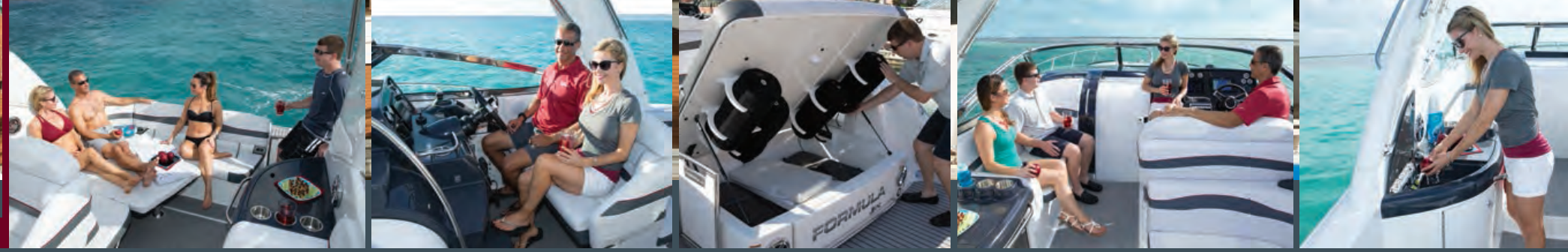
# 31 PC

STEEL METALLIC  
FLAGSHIP GRAPHIC A  
W/GARNET AND MOONLIGHT SILVER METALLIC ACCENTS  
MOONDUST COCKPIT WITH STEEL ACCENT STRIPING



## FORMULA

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31 PC SPECIFICATIONS			
LOA	33'1"	10.08 M	
LOA LESS BOW PLATFORM	31'8"	9.65 M	
MAXIMUM BEAM	11'0"	3.35 M	
APPROXIMATE WEIGHT	14,100 LBS	6,396 KG	
CABIN HEADROOM	6'4"	1.93 M	
FUEL CAPACITY	166 GAL	628 L	
WATER CAPACITY	50 GAL	189 L	
HOLDING TANK CAPACITY	40 GAL	151 L	
BRIDGE CLEARANCE	10'4"	3.15 M	
DRAFT	34"	.86 M	
DEADRISE	18°	18°	





SILVER SURF  
FABRIC PACKAGE

3/PC  
HIGH-GLOSS WENGE CABINETRY WITH  
ARROWROOT CORIAN®, CLOUD ULTRALEATHER™ AND GRAY WASH FLOORING





# 34 PC

MIDNIGHT BLUE METALLIC  
FLAGSHIP GRAPHIC B  
W/MORNING SAND AND OYSTER ACCENTS  
MORNING SAND COCKPIT WITH MIDNIGHT BLUE ACCENT STRIPING

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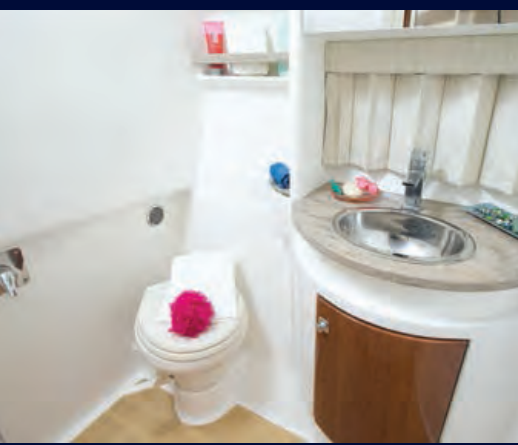
FORMULA



34 PC SPECIFICATIONS			
LOA	35'7"	10.85 M	
LOA LESS BOW PLATFORM	34'3"	10.44 M	
MAXIMUM BEAM	11'6"	3.51 M	
APPROX. WEIGHT (GAS/DIESEL)	15,710/16,110 LBS	7,126/7,307 KG	
APPROX. WEIGHT W/HARDTOP (GAS/DIESEL)	16,510/16,910 LBS	7,489/7,670 KG	
CABIN HEADROOM	6'8"	2.03 M	
FUEL CAPACITY	190 GAL	719 L	
WATER CAPACITY	57 GAL	216 L	
HOLDING TANK CAPACITY	40 GAL	151 L	
BRIDGE CLEARANCE	11'4"	3.45 M	
BRIDGE CLEARANCE W/SAT. TV & MAST LIGHT	14'0"	4.27 M	
DRAFT	36"	.91 M	
DEADRISE	18°	18°	







# GULF SAND FABRIC PACKAGE

## 34 PC

HIGH-GLOSS BOURBON CHERRY CABINETS WITH  
RAVINE CORIAN®, NEW SAND ULTRALEATHER™ AND BALTIC BIRCH FLOORING





# 37 PC

CRYSTAL BLUE METALLIC  
FLAGSHIP GRAPHIC A  
W/MIDNIGHT BLUE AND SILVER ACCENTS  
MOONDUST COCKPIT WITH MOONLIGHT SILVER ACCENT STRIPING

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FORMULA



14

15



## 37 PC SPECIFICATIONS

LOA	38'5"	11.71 M
LOA LESS BOW PLATFORM	37'0"	11.28 M
MAXIMUM BEAM	12'0"	3.66 M
APPROX. WEIGHT		
W/HARDTOP (GAS/DIESEL)	18,200/18,900 LBS	8,255/8,572 KG
APPROX. WEIGHT W/IPS	18,900 LBS	8,572 KG
CABIN HEADROOM	6'7"	2.01 M
FUEL CAPACITY	212 GAL	803 L
WATER CAPACITY	57 GAL	216 L
HOLDING TANK CAPACITY	55 GAL	208 L
BRIDGE CLEARANCE W/MAST LT	13'4"	4.06 M
BRIDGE CLR. W/SAT. TV & MAST LIGHT	15'7"	4.74 M
DRAFT/DRAFT W/VOLVO IPS	34"/40"	.86 M/1.02 M
DEADRISE	18°	18°

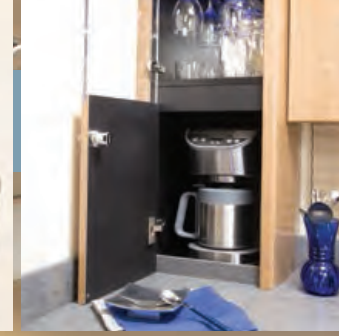




PEBBLE BEACH  
FABRIC PACKAGE

HIGH-GLOSS ASH CABINETRY WITH  
LAVA ROCK CORIAN®, WHEY ULTRALEATHER™ AND LIGHT CHERRY FLOORING

37 PC





# 40 PC

MIDNIGHT BLUE METALLIC  
FLAGSHIP GRAPHIC VISION  
W/DEEP RED AND PHANTOM BLACK ACCENTS  
WHITE COCKPIT WITH MIDNIGHT BLUE ACCENT STRIPING

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## FORMULA



### 40 PC SPECIFICATIONS

LOA	42' 7"	12.98 M
LOA LESS BOW PLATFORM	40' 10"	12.45 M
MAXIMUM BEAM	12' 8"	3.86 M
APPROXIMATE WEIGHT (DIESEL)	22,750 LBS	10,319 KG
CABIN HEADROOM	6' 9"	2.06 M
FUEL CAPACITY	248 GAL	939 L
WATER CAPACITY	57 GAL	216 L
HOLDING TANK CAPACITY	55 GAL	208 L
BRIDGE CLEARANCE W/MAST LIGHT	14' 6"	4.41 M
BRIDGE CLEARANCE W/SAT. TV & MAST LIGHT	16' 8"	5.07 M
DRAFT	44"	1.12 M
DEADRISE	18°	18°





**RALPH LAUREN  
FABRIC PACKAGE**

**40 PC**

HIGH-GLOSS WENGE CABINETRY WITH  
SHORELINE CORIAN®, QUICKSILVER ULTRALEATHER™ AND LIGHT CHERRY FLOORING







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FORMULA PERFORMANCE CRUISERS



*PERFORMANCE  
CRUISER* [www.FORMULABOATS.com](http://www.FORMULABOATS.com)





**CABIN DÉCOR** SELECTIONS COMPLEMENT EXTERIOR COLOR CHOICES WITH DESIGNER EXPERTISE. FOUR STUNNING DÉCOR THEMES INCLUDE WARM GULF SAND, SOPHISTICATED PEBBLE BEACH, COOL SILVER SURF AND THE EDGY MIDNIGHT TREASURE/FX DÉCOR. IN LARGER MODELS THE RALPH LAUREN® DESIGNER THEME INVITES OWNERS TO EXPRESS THEIR TASTE WITH AN UPSCALE FLAIR. FORMULAFLEX™ OFFERS FURTHER PERSONALIZATION, ALLOWING THE ENJOYABLE EXPERIENCE OF DESIGNATING PILLOW, DRAPERY AND BEDSPREAD FABRICS FROM BEAUTIFULLY COORDINATED COLLECTIONS.

## STANDARD DÉCOR SELECTIONS



\*FORMULA'S EXCLUSIVE DESIGNER, JOHN ADAMS, RECOMMENDS THESE CHOICES

## WEBSITE FLOORPLANS



SCAN TO VIEW EACH FLOORPLAN AT  
WWW.FORMULABOATS.COM

## FORMULA GRAPHIC SELECTIONS

FORMULA GRAPHICS ARE CREATED USING A MULTI-STAGE PROCESS APPLYING PREMIUM AXALTA™ CHROMAPREMIER® BASECOAT AND IMRON® ELITE CLEARCOAT, KEEPING YOUR GRAPHIC VIVID, BRIGHT AND BEAUTIFUL YEAR AFTER YEAR. ONLY FORMULA'S SIGNATURE PROCESS CREATES BRILLIANTLY DEEP METALLIC GRAPHICS, IMPOSSIBLE WITH GELCOAT OR IMRON PAINT ALONE. A WIDE VARIETY OF COLOR/GRAPHIC COMBINATIONS INCLUDES STANDARD, FLAGSHIP AND FX DESIGNS. AND, ONLY AT FORMULA CAN YOU EXPRESS YOUR PERSONAL TASTE WITH FORMULAFLEX™ –

SELECT THE EXTERIOR GRAPHIC YOU LIKE WITH ANY COMBINATION OF MORE THAN 30 BASECOAT COLORS. FORMULAFLEX MyWay™ OFFERS VIRTUALLY ENDLESS POSSIBILITIES, MATCHING ANY OF THE 1,341 SOLID COLORS IN THE PANTONE MATCHING SYSTEM® OR ANY OF THE THOUSANDS OF COLORS FROM THE MAJOR WORLDWIDE AUTOMOTIVE MANUFACTURERS. WITH ALL THESE CHOICES, YOUR FORMULA IS SURE TO BE SPECTACULAR!



### STANDARD A, B

- BLACK ONYX METALLIC\*
- ELECTRIC BLUE METALLIC
- GARNET METALLIC\*
- LATTÉ METALLIC
- MIDNIGHT BLUE METALLIC\*

### FLAGSHIP A, B, Vision

- CRYSTAL BLUE METALLIC
- ESPRESSO METALLIC
- BLACK ONYX METALLIC\*#
- GARNET METALLIC\*
- LATTÉ METALLIC
- MIDNIGHT BLUE METALLIC\*#
- MOONLIGHT SILVER METALLIC
- STEEL METALLIC



VISIT FORMULABOATS.COM  
FOR COMPLETE GRAPHIC  
SELECTIONS!

*VISION AVAILABLE ON 37 AND 40 PC*  
*\*COOL OR WARM ACCENTS*  
*#DEEP RED ACCENT*



STANDARD A  
MIDNIGHT BLUE METALLIC



FLAGSHIP A  
CRYSTAL BLUE METALLIC



STANDARD B  
GARNET METALLIC



FLAGSHIP B  
MIDNIGHT BLUE METALLIC



VISION  
LATTÉ METALLIC

IMRON GRAPHICS ARE REPRESENTATIONS OF  
FORMULA'S 37 PERFORMANCE CRUISER

## FORMULA GEAR

FORMULA GEAR AND ACCESSORIES OFFER THE LATEST TOP-QUALITY ITEMS FEATURING THE IMPRESSIVE FORMULA LOGO. IF YOU LIKE UP-TO-DATE COLORS AND STYLING, VISIT YOUR FORMULA DEALER OR ORDER ONLINE AT THE FORMULA GEAR WEBSITE, WWW.FORMULAGEAR.COM.



## BUILD YOUR FORMULA

FORMULA'S UNIQUE PROGRAM, "BUILD YOUR FORMULA," MAKES THE EXCITING PROCESS OF CHOOSING YOUR FORMULA OPTIONS AND GRAPHICS MUCH EASIER. SCAN THE QR CODE TO "BUILD YOUR FORMULA" AT WWW.FORMULABOATS.COM.



## FORMULA WEBSITE, FACEBOOK & TWITTER

FORMULA'S WEBSITE AND FACEBOOK PAGES ARE CONTINUALLY UPDATED WITH NEW ARTICLES, PICTURES AND NEWS. CHECK OUT THE LATEST FORMULA DEALER AND OWNER EVENTS, BOAT CARE ARTICLES, OWNERS RESOURCES AND FORMULA'S COMPANY HISTORY. YOU CAN ALSO ORDER A CATALOG, VISIT THE FEEDBACK/E-MAIL SECTION WITH COMMENTS OR SUGGESTIONS AND SIGN UP FOR OUR MONTHLY FORMULA E-NEWS TO KEEP ON TRACK WITH UP-TO-DATE INFORMATION. LOOK FOR FORMULA ONLINE AT: WWW.FORMULABOATS.COM, WWW.FORMULAGEAR.COM AND WWW.FACEBOOK.COM/FORMULABOATS. CLICK ON THESE SITES TO SEE THE NEWEST AND BEST OF FORMULA!

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## FORMULA LINEUP

THE FORMULA POWERBOAT LINEUP INCLUDES SUN SPORT, SUPER SPORT, BR, CBR, SSC, FX, PC, YACHT AND FAS<sup>3</sup>TECH® MODELS. FOR EXHILARATING SPEED, GET INTO A FORMULA FAS<sup>3</sup>TECH, RANGING FROM 29 TO 38 FEET. THE SUN SPORT SERIES RANGES FROM 24 TO 35 FEET INCLUDING SIX BOWRIDER AND SEVEN FX MODELS, WHILE THE POPULAR SUPER SPORT LINEUP INCLUDES THE 370 SS, 400 SS AND 430 SSC, ALSO AVAILABLE IN FX MODELS.

FORMULA PERFORMANCE CRUISER BOATING IS LUXURY CRUISING AT ITS BEST, RANGING FROM 31 TO 40 FEET, WHILE THE FORMULA 45 YACHT IS TODAY'S ELITE CHOICE IN PREMIER YACHTING. CALL 1.800.736.7685 TO RECEIVE A FREE CATALOG, OR SCAN THE QR CODE TO LOCATE YOUR NEAREST FORMULA DEALER!

