once you choose a formula; you’re in for the best boating of your life. Whether it’s a 27, 31, 34, 37 or 40 Formula Performance Cruiser, you've assured good times are ahead. formula integrates all the features you like best in a smart, versatile design that is as beautiful – double helm seating, comfortable portside and starboard lounges in contrasting textures plus a safe center walkway to the foredeck – all ensure truly enjoyable cruising. the complete entertainment system, convertible lounge areas that convert to a larger sunning area, along with stainless drink holders at every turn, confirm formula's position in the forefront of marine design. you'll receive photos as your dream boat advances through production, or arrange for a tour of our facility and personally observe your boat’s progress – we would love to host you.

new graphics for 2015 bring a powerful edge to your design statement with all new a, b, and vision graphics along with new metallic imron®, gemini and moonlight silver. 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 formulaflex. the generous head compartment and queen size memory foam bed along with lounge areas that convert for additional sleeping make for relaxing good nights.

it’s true – we don’t build for the masses, but we do build for you. you’ll never see another formula quite like yours. that’s what sets you and your formula apart. and that’s what makes your formula boating even more rewarding. rest, drink, refresh. to times forever remembered – the place you love to be.

this is the formula you’re looking for...

the inviting formula cruiser cabin reflects your inspired flair through personal selection of residential cabinetry finishes, upscale corian® surfaces, luxurious ultraleather™ upholstery and beautifully coordinating fabric options.

choose your cabin décor from rich la-tte, sophisticated midnight blue, the ever popular morning sand or urban influenced graphite themes plus the elegant designer upgrades of ralph lauren® and tommy bahama®. all satisfy a broad scope in décor possibilities, further expanded with formulaflex. the generous head compartment and queen size memory foam bed along with lounge areas that convert for additional sleeping make for relaxing good nights.

in the cockpit, striking dash, wetbar and table gelcoat colors provide a dramatic setting for the new dark woodgrain or charcoal woodgrain dash panels and upscale corian® surfaces throughout. formulaflex now gives the ability to select upholstery base, accent and piping colors to further communicate your unique personality. want your formula to match your vehicle? or your alma mater? or the color of her eyes? you can do that with formulaflex myway.

formula presents the 2015 line of best designed, best built pleasure boats on the water today. through fifty-five plus 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 sun sport 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.

formula quality

• 575,000 square foot manufacturing facility built specifically for powerboat production
• Based in decatur, indiana, the porters’ home town
• Consistent procedures carried out with midwest work-ethic dedication
• Utilizing the latest technology to its greatest advantage

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

formula boating best by far!
LAMINATION PROCEDURES ASSURE DURABLE BEAUTY

- High shear strength Corecell™ in thoroughly maintained molds
- Optimal cure time in resin carefully layered with
- Hand-laid composites and produces custom-ply fiberglass
- Computer programmed cutting
- Every square inch at its barrier coat needed as with
- Premium AME® 5001 resin all foredecks and 31 to 40 PC

VIBRANT, LONG LASTING FINISH FAR SURPASSES ALL OTHERS

- Premium, Ashland Maxguard™ LE gelcoat – the base on all Formulas
- Unique Axalta™ Innerv™ graphic paint process never chalks, fades or needs to be buffed back like the colored gelcoat commonly used
- Brilliant metallic designs – impossible with gelcoat
- Stuning graphics with no accent tape striping applied
- Wide selection of color and design options – unlimited personalized color expression with FormulaFlex™ MyWay™ upgrade

LUXURIOUS ULTRA LEATHER LOUNGES WITH SMART ULTRASUEDE® LUMBAR CONTRAST

- Perfect setting for relaxation and entertainment
- Richly textured appearance and supple feel of fine leather
- Surprisingly tough and durable – spills wipe up easily

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

FLAWLESS, HIGH-GLOSS CABINERY – A FORMULA STANDOUT FEATURE

- Solid, precision construction at its core
- Cabinet doors remain closed under way with perfect joinery and top quality locking latches
- Drawers are all premium dovetailed hardwood maple construction

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
- Stringer foam-filled for vibration dampening and solid ride
- Additional structural reinforcement – custom fiberglass shapes, or pultrusions, in hull bottom and along gunwales

THE FORMULA CABIN – A SUMPTUOUS RETREAT

- Luxurious Ultraleather™ lounges, beautifully finished cabinetry, upscale Corian® surfaces and solid, hardwood tables for a pleasing residential environment
- Four standard and two designer décor selections feature deep-seated settees and cushions and pillows that enhance each theme - even further personalization with FormulaFlex™
- Subscription-ready SiriusXM™ Satellite Radio standard on all models
- Multiple USB charging ports and Bluetooth standard on all models
- Larger LCD HDTV/DVD players offer clear, sharp viewing
- Larger models feature WiFi-enabled Blu-ray Disc player

THE FORMULA DIFFERENCE BEST FROM START TO FINISH

- Unique performance heritage with over 55 years offshore boating experience
- Proven deep-V Formula hull configuration
- Spirited pace with responsive handling
- Solid, enjoyable ride

ONLY THE BEST COMPONENTS MAKE IT INTO A FORMULA

- Formula tests extensively for quality and endurance
- No proposed item fails, it won’t be in a Formula
- All cabins is low carbon, 316 stainless steel, highest marine-grade available
- All stainless custom cleats, installed with stainless locknuts 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

AUDI O VISUAL EQUIPMENT OFFERS THE LATEST IN TECHNOLOGY

- Premium AM/FM/CD stereo systems throughout with dash and transom remote standard
- Subwoofers standard in larger models
- Standard iPod/MP3 and iPod/USB ports
- Multiple USB charging ports and Bluetooth standard on all models
- Subscription-ready SiriusXM™ Satellite Radio
- Larger LCD HDTV/DVD players offer clear, sharp viewing
- Larger models feature WiFi-enabled Blu-ray Disc player

FORMULA ELECTRICAL SYSTEMS KEEP YOU ON THE WATER

- Connections individually hand-cramped and heat-sealed with double-wall shrink tubing using corrosion-resistant tinned wire
- Never use less reliable, preinsulated connector common in the industry
- For longer runs, collar-coded wiring neatly routed through flexible, protective conduit
- Easily reset ETA™ circuit breakers shield systems from excess current damage
- Heavy-duty marine-grade batteries installed for added reliability
- STC/USCG equipped boats with dedicated starting batteries

FORMULA IS FAMOUS FOR PERFORMANCE EXCELLENCE

- Unique performance heritage with over 55 years offshore boating experience
- Proven deep-V Formula hull configuration
- Spirited pace with responsive handling
- Solid, enjoyable ride
FORMULA COCKPITS LEAD IN VERSATILITY AND CROWD-PLEASING COMFORT

- Multi-purpose design innovations bring more fulfilling experiences on the water
- Cockpit seating cleverly transforms for cruising adventures or relaxing conversations in the round
- Beautifully integrated steps and deck walkway for ease and safety
- Formula signature double-wide adjustable helm seat lets you share boating experiences together

FORMULA ENGINE ROOMS OFFER REASSURING SAFEGUARDS

- Electric engine access with neatly integrated hatch seal
- Fume detector and standard automatic fire extinguishing system
- Sterndrive engines thru-bolted using heavy-duty cast aluminum mounts and backing plates, and IPS engines bolted into stringers integrated aluminum plates – far superior to lag screwing directly to stringers as in most other boats

THE FORMULA TEAM GOAL IS OWNER SATISFACTION AND SAFETY

- Formula is National Marine Manufacturers Association Certified, using American Boat and Yacht Council standards
- International CE standards for export
- Dedicated storage for tables, filler cushions, lines, fenders and PFDs

FORMULA CONSISTENTLY EARN THE CovETEd MARINE INDUSTRY CSI AWARD

- Evaluation program impartially administered by the marine industry, not from company questionnaires
- Earned awards in three categories: Sterndrive, Bowrider, Sterndrive Cuddy, and Express, and Inboard Express Cruiser
- Important customer satisfaction achievement – check other boat companies for their industry ratings

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

It’s in the sleek design, the solid craftsmanship, 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!
27 PC Specifications:

- LOA: 29’5” (8.97 m)
- LOA Less Bow Platform: 28’2” (8.59 m)
- Maximum Beam: 9’7” (2.92 m)
- Approximate Weight: 9,500 lbs (4,309 kg)
- Cabin Headroom: 6’4” (1.93 m)
- Fuel Capacity: 94 gal (356 L)
- Water Capacity: 27 gal (102 L)
- Holding Tank Capacity: 24 gal (91 L)
- Bridge Clearance: 10’4” (3.15 m)
- Draft: 36” (0.91 m)
- Deadrise: 18°

www.formulaboats.com

Formula 27 Performance Cruiser
Black Onyx Metallic

• White Cockpit with Black Onyx Accent Stripping

Grafix Fiberglass with Grafix Silver and Grafix White LED Lighting
<table>
<thead>
<tr>
<th>Specification</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>LOA</td>
<td>33'1&quot;</td>
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<tr>
<td>LOA Less Bow Platform</td>
<td>31'8&quot;</td>
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<tr>
<td>Maximum Beam</td>
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<tr>
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<td>Fuel Capacity</td>
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<td>Water Capacity</td>
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<td>Holding Tank Capacity</td>
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<td>Draft</td>
<td>34&quot;</td>
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<tr>
<td>Deadrise</td>
<td>13'</td>
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</tbody>
</table>

www.formulaboats.com
MORNING SAND FABRIC PACKAGE
W/HIGH-GLOSS ASH CABINETRY
Sonora Corian® and Chandos Ultrasuede® w/Sahara Ultrasuede® Lumbar
**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’ (4.27 m)
- **Draft**: 36” (.91 m)
- **Deadrise**: 18˚ (18˚)

**www.formulaboats.com**
LATTÉ FABRIC PACKAGE
W/HIGH-GLOSS BOURBON CHERRY CABINETRY
Tumbled® Corian® and Saddle Ultrasuede® w/Brownstone Ultrasuede® Lumber
<table>
<thead>
<tr>
<th><strong>37 PC SPECIFICATIONS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOA</strong></td>
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<tr>
<td><strong>LOA Less Bow Platform</strong></td>
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<tr>
<td><strong>Maximum Beam</strong></td>
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<tr>
<td><strong>Approx. Weight (gas/diesel)</strong></td>
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<tr>
<td><strong>Approx. Weight with hardtop (gas/diesel)</strong></td>
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<tr>
<td><strong>Approx. Weight w/IPS</strong></td>
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<tr>
<td><strong>Cabin Headroom</strong></td>
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<tr>
<td><strong>Fuel Capacity</strong></td>
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<tr>
<td><strong>Water Capacity</strong></td>
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<tr>
<td><strong>Holding Tank Capacity</strong></td>
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<tr>
<td><strong>Bridge Clearance w/mast light</strong></td>
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<tr>
<td><strong>Bridge Clr. w/sat. tv &amp; mast light</strong></td>
</tr>
<tr>
<td><strong>Draft/Draft w/Volvo IPS</strong></td>
</tr>
</tbody>
</table>

www.formulaboats.com

**FORMULA 37 PERFORMANCE CRUISER**

**GARNET METALLIC**

w/Morning Sand and Oyster Imron Accents

Morning Sand Cockpit with Latté Accent Striping

w.w/ formulaboats.com
**FORMULA 40 PERFORMANCE CRUISER**

**MIDNIGHT BLUE METALLIC**

With Deep Red and Phantom Black Imron Accents

*White Cockpit with Midnight Blue Accent Striping*

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**40 PC SPECIFICATIONS**

- **LOA**: 42’7” (12.98 m)
- **LOA Less Bow Platform**: 40’10” (12.45 m)
- **Maximum Beam**: 12`1” (3.68 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**: 57 gal (216 L)
- **Bridge Clearance w/ mast light**: 14’11” (4.55 m)
- **Bridge Clearance w/ sat. tv & mast light**: 16’1” (4.85 m)
- **Draft**: 18” (0.46 m)

**www.formulaboats.com**
RALPH LAUREN FABRIC PACKAGE
W/HIGH-GLOSS WENGE CABINETRY
Tumbleweed Corian® and Saddle Leather® w/Brownstone Ultraclose Leather
Bourbon
Sonora Corian®

STANDARD DESIGNER
designer themes by *Formula's Exclusive Designer, John Adams, recommends these hard surface choices. DÉCOR

RALPH LAUREN DÉCOR

DÉCOR SELECTIONS

**FORMULA IMRON SELECTIONS**
Express your personal taste by selecting the exterior graphic and colors you like. Formula's Imron® process, using premium Axalta® polyurethane enamel, keeps your graphic vivid, bright and beautiful year after year. Only Formula's signature Imron process creates stunning Metallic graphics, impossible to be spectacular! A wide variety of color/graphic combinations includes Standard and Flagship designs. New for 2015, FormulaFlex™ and FormulaFlex MyWay™ offer further individual personalization. With all these choices, your Formula is sure to be spectacular!

Imrons A and B available in Metallic choices of Black Onyx with Morning Sand or Moonlight Silver, Midnight Blue with Morning Sand or Moonlight Silver, Latte and Camel. Flagship Imrons also available in choices of Morning Sand Metallic and Moonlight Silver Metallic.

**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, the Owners Community 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 up with the latest news.

**FORMULA CANVAS**
Formula custom-fitted canvas features color-coordinated, non-fading Sunbrella® acrylic fabric w/SeaMark® vinyl undercoating. Canvas packages include 316L stainless steel framework and weather-resistant YKK® zippers. All hardtop Features polycarbonate Lexan® front connectors as standard for clear viewing.

**FORMULA LINEUP**
The Formula powerboat lineup includes Sun Sport, Super Sport, BR, FX, PC, Yacht and FAS3TECH® models. For exhilarating speed, get into a Formula Yacht and FAS3TECH, ranging from 29 to 38 feet. The Sun Sport series ranges from 24 to 33 feet including five Bowrider and six FX models, while the Formula 45 Yacht is today's best, ranging from 27 to 40 feet, and the 370 and 400 SS, also available in FX models. Formula Performance Cruiser boating is luxury cruising at its best, ranging from 27 to 40 feet, while the Formula 45 Yacht is today's elite choice in premium yachting. Call 1.800.736.7685 to receive a free catalog, or scan the QR code to locate your nearest Formula dealer!