FORMULA

HIGH PERFORMANCE SPORT BOATS
1st IN PERFORMANCE THROUGHOUT THE WORLD

Some years ago a 23-foot Formula was first under the checkered flag in a brutal ocean race. This was the first win for Formula. And it started a line of racing craft which since has captured practically every major trophy in open ocean powerboat racing against the toughest international competition afloat.

The superb marine engineering and hand craftmanship necessary to maintain a winning stable of competition boats has been translated into the production line Formulas. You, as a prospective sportboat buyer, can look for and find ample evidence of this racing heritage in the following line up of Formulas for 1971.

Meet the field.

17’0” AVAILABLE WITH INBOARD/OUTBOARD OR OUTBOARD POWER

Slam the throttle forward on the 1700 and hear Mercury power growl to life—a growl that punches the 1700 from dead-in-the-water to flat-out in seconds.

Great seconds in which your hair starts flying right with your spirits. Now that you’re moving, cut the custom-designed wheel hard to starboard and feel Formula’s famous deep-vee hull bite in with instant answer to helm.

Here’s exactly the kind of power and handling in a 17-footer that characterizes the rest of the Formulas and note the brand new interiors for ’71 that are as snappy as the 1700’s performance.
20' AVAILABLE WITH INBOARD/OUTBOARD POWER

Combine sportboat speed with cabin cruiser comfort in 20 feet and you’ve got something very new and very fun for '71. The all new F200 puts a handsomely appointed forward cabin with twin berths at your disposal for the evening. And check out the generous rundown of standard equipment which adds even more to your boating comfort. Like all Formulas the F200 is handcrafted and built to order with a wide range of factory installed options.
FORMULA 200 Sport with deluxe interior, jump seats, padded gunwale bolsters, engine box cushion optional at extra cost.

FORMULA 200 SPORT

20' AVAILABLE WITH INBOARD/OUTBOARD POWER

Like the F200, the F200 Sport is all new for '71. We eliminated the forward cabin, however, to offer the speed loving sportsman the lines and looks of a "classic" runabout in a 20-foot configuration.

The 200 moves out like a Nike missile from its silo. And its handling is as quick as its acceleration.

Here's sportboat performance you feel right through the seat of your pants.

Count on great Formula styling touches, too, in the 200 . . . designer colors for interiors, color coordinated boot striping, and sleek skiff type windshield.
FORMULA 233 Standard. Galley unit and padded bolsters optional at extra cost.

23'3" AVAILABLE WITH INBOARD/OUTBOARD POWER ONLY

One glance at a Formula 233 Standard tells you that never before has a pleasure boat design combined such sleek good looks and superbly detailed construction. Great hull strength, common to all Formulas, starts with a hand layed-up all fiberglass hull reinforced by heavy duty stringers. Decking is beefed up with special butt blocks and double-layered fiberglass overlaps at the structurally critical chine and keelson. And like all Formulas, the Standard offers you a perfectly balanced hull for easy trailering.
The Deluxe Fisherman is the hunter of the line. The 233F lays out strictly for the no-nonsense angler. We've shortened the foredeck to give a full measure of cockpit space. And check out the extra storage which will keep surplus tackle out from underfoot. Husky twin MercCruisers will put you ahead of the field on the way out and have you back out in front with your catch on the homeward run. Count on your MercCruisers to smoothly throttle down to even the slowest trolling speeds without the slightest engine protest.

You don't begin to get the full impact of the Deluxe Sportsman's great lines until fifty yards of white wake are chasing her. That impossibly long foredeck rears high in response to throttle. At the helm you're in perfect control of 23 feet of frequently airborne sportboard as you leap waves like hurdles. The 233S is simply not a utility boat. It's all power and all performance. The spirit of the Formula line for 1971.
### SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>1700 Outboard</th>
<th>1700 I/O</th>
<th>200 I/O</th>
<th>200 Sport I/O</th>
<th>233 Standard</th>
<th>233 Deluxe Fisherman</th>
<th>233 Deluxe Sportsman</th>
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<tr>
<td>Centerline length</td>
<td>17'1&quot;</td>
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<td>20'2&quot;</td>
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<td>23'3&quot;</td>
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<td>Gunwale length</td>
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<tr>
<td>Beam amidship</td>
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<td>6'6&quot;</td>
<td>7'10&quot;</td>
<td>7'10&quot;</td>
<td>8'0&quot;</td>
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<tr>
<td>Cockpit length</td>
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<td>9'6&quot;</td>
<td>10'4&quot;</td>
<td>12'0&quot;</td>
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<td>2130</td>
<td>3400</td>
<td>2750</td>
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<td>36</td>
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<td></td>
<td></td>
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### STANDARD EQUIPMENT

- Battery, battery tray, cables
- Bilge pump, electric
- Boot striping
- Boarding step pads
- Bow eye
- Bow rail—low
- Bow and stern hardware
- Bulkhead and doors
- Engine box, insulated
- Forward berths
- Forward hatch
- Fuel tank, center
- Fuel tanks, saddle
- Gunwale rubrail (alu. vinyl insert)
- Gunwale rubrail (heavy duty alum.)
- Instrument panel
- Light, cabin
- Lights, navigation
- Lifting rings
- Side style and safety rail
- Seats, bucket
- Seat, helmsman
- Seat(s) lounge
- Seat cushion, custom contoured forward
- Shift, throttle control (single lever)
- Steering, mechanical
- Storage shelves
- Storage, under seat
- Tachometer
- Transom drain and plug
- Windshield (ski type, ventilated)
- Windshield (walk thru—tinted)
- Windshield (wrap around)—tinted

### OPTIONAL EQUIPMENT

- Bilge blower, electric
- Bilge pump, electric
- Bow rail—high
- Camper top
- Coaming, padding and rear bolster
- Cockpit cover to transom (inst.)
- Cockpit steps, P & S mounts
- Compass
- Dash mounted locking accessory box
- Engine hour meter
- Flag mount
- Forward bunk cushions
- Galley unit
- Jump seats, portable
- Marine head
- Horn, electric
- Outriggers
- Rod holders
- Screens—doors & forward hatch
- Stern rail
- Tonneau cover
- Trim tabs
- Vinyl top and side curtains

For additional optional equipment see Formula price list.

**COLOR AVAILABILITY.** English White/Roman Gold/Cottage Blue

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All specifications subject to change without notice.
Formula
The 1700 saves you 1700.

Dollars. The 1700 dollars that you could spend to get a comparable boat.
Our Formula 1700 Inboard/Outboard retails for about $4950*. And into that figure goes sexy all weather vinyl interiors, California style seating and color-coordinated carpeting, the tough 17' molded fiberglass hull that grew out of Formula's racing heritage and standard power that will move you around at highway speeds.
The Formula 1700 makes a great ski boat. It makes a fun fisherman. It makes a gem of an all purpose runabout.

And it sure makes big savings.
Make it to your nearest Thunderbird dealer and see the Formulas at 17', 20' and 23'. Or write Thunderbird Products, c/o Pacemaker Corp., Dept. 19, Egg Harbor City, N.J. 08235
*Suggested retail price. F.O.B. North Miami, Fla. or Paso Robles, Calif.

"We bought two complete scuba outfits, all new water ski gear and the cutest Afgan you've ever seen with our $1700 savings."

"We saved $1700 and bought each of our triplets two years' worth of piano lessons."

"I saved $1700 and gave it to my favorite charity. My wife."

"We took the $1700 we saved... and saved it. In the bank."

The Power House: Pacemaker Thunderbird Egg Harbor Drift-R-Cruze Formula
MANUFACTURING FACILITIES IN NEW JERSEY FLORIDA CALIFORNIA JAPAN
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