FORMULA



Sun Sport Bowrider

Super Sport FX SERIES

2012

FORMULA PRESENTS THE 2012 LINE OF BEST DESIGNED, BEST BUILT PLEASURE BOATS ON THE WATER TODAY. THROUGH OVER FIFTY-FIVE 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.

The Porter Family, owner/managers of Formula since 1976, focuses 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.

As lifelong boaters, the Porters also 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.

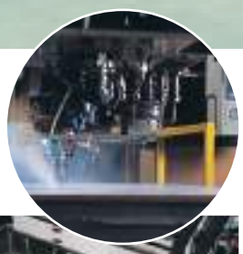




THE FORMULA DIFFERENCE

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 companywide 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 begins in a 575,000 square foot manufacturing facility built specifically for power boat production in the Porters' home town of Decatur, Indiana. Consistent procedures are carried out with Midwest work-ethic dedication, utilizing the latest technology to its greatest advantage.



John Adams, Formula's Exclusive Designer over many years, is responsible for each Formula's sleek lines and outstanding performance, always achieved through his eminent blend of form and function. Adams' unique designs proceed to become precise 3-D images followed by full-scale reproductions and then on to become the master molds.







Scan the QR code for Formula Difference Videos at www.formulaboats.com







FORMULA is Famous for Performance Excellence and Long Lasting Beauty

Formula SS, BR and FX models move out at an exciting pace with responsive handling and an enjoyably smooth, exciting ride. The larger Super Sports incorporate FAS³Tech® multiplane hull technology to deliver fast-paced, solid performance.

Years of offshore boating experience have resulted in the top quality materials and exacting lamination procedures followed today to assure Formula's legendary performance. Computer-programmed cutting equipment produces custom-ply fiberglass shapes layered with resin according to specified procedures for each different model. In specific areas, expanded closed-cell core material adds reinforcement to ensure integral strength.

To avoid the surface distortion obvious in some other boats, Formula utilizes premium-grade AME® 5000 resin and Coremat® and also allows optimal cure time in thoroughly maintained molds. These important procedures perfect and sustain surface durability and beauty.



A unique, resin-encapsulated, suspended stringer system effectively reinforces each Sun Sport hull configuration. The Super Sport matrix consists of a unitized fiberglass grid bonded to the hull with Plexus® adhesive, the same engineering method that has proven so effective in Formula FAS³Techs.





Additional structural reinforcement is achieved by placing custom-fabricated fiberglass shapes, or pultrusions, in the hull bottom and along gunwales. Chemically bonding the deck and hull, then securing with stainless steel bolts through heavy backing plates creates an inseparable bond.

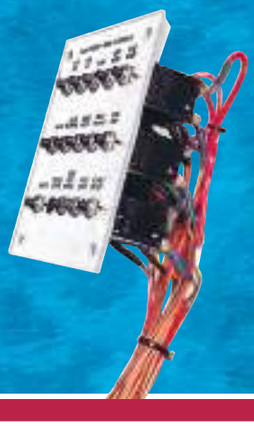


A unique DuPont® Imron® paint process results in Formula's vibrant, long-lasting finish that far surpasses all others. Imron graphics never chalk or fade as compared to colored gelcoat, and Formula uses absolutely no accent tape striping to achieve their stunning graphics. The wide selection of color and design options allows more personalized expression for each owner.

















ONLY THE BEST COMPONENTS MAKE IT INTO A FORMULA

All Formula components have been tested extensively for quality and endurance. If a proposed item fails the rigorous testing process, it won't be in your Formula.

All railing is 316L stainless steel, the highest marine-grade available. The 316 stainless steel custom deck cleats are installed with stainless lock nuts and backing plates for maximum reinforcement. All other hardware is stainless and bolted securely with chrome-plated stainless fasteners. Inserting flexible O-rings ensures a watertight seal.

Formula electrical systems keep you on the water by individually hand-crimping and heat-sealing all connections with double-wall shrink tubing instead of using the less reliable, pre-insulated connector common in the industry. For longer runs, color-coded wiring series are neatly routed through flexible, protective conduit.

Easily reset ETA® circuit breakers shield systems from excess electric current damage, and heavy duty marine-grade batteries are installed in all SS, BR and FX models for added reliability. Super Sports are further equipped with starting batteries.

Updated audio visual equipment offers the latest in technology, with premium AM/FM/CD stereo systems throughout and sub-woofers as standard in Super Sports. The iPod™ MP3 port at the helm and complimentary six-month subscription to Sirius™ satellite radio enhance listening enjoyment. Larger than ever high definition LCD TV/DVD players offer clear, sharp viewing in the cabins.

FORMULA CABINS ARE INVITING AND COMFORTABLE



Formula cabins offer fine furnishings including luxurious Ultraleather™ lounges, Deep Cherry-finish cabinetry and solid wood tables for a pleasing residential environment. Through designer decor selections, draperies and pillows aptly complement the color choice.

Richly finished wood entry steps, inset with slip-resistant arcs, and the woodgrain-finish flooring complement your choice of cabin décor. Super Sports offer a custom quilted bedspread, linens, pillow shams and embroidered towel sets to complete the pleasing interior.



Flawless, high-gloss cabinetry is a Formula standout feature of excellence with solid, precision construction at its core. The CAD/CAM system's programmed routers cut, drill and groove materials for exacting assembly and fit. Durable metal brackets, bolted in place, support all units along with additional thru-bolted angle aluminum to ensure integrity. Cabinet doors and dovetailed hardwood drawers remain closed under way with top quality locking latches. Hand-crafted by Formula, the genuine Corian® countertops are smooth, seamless and beautiful – easy to clean and care for.

The sumptuous Ultraleather® lounge, with Ultrasuede lumbar proportioned to be as comfortable as it is luxurious, is the perfect setting for relaxation and entertainment. With the richly textured appearance and supple feel of fine leather, it is surprisingly tough and durable – spills wipe up easily.





FORMULA Cockpits Are Designed For Versatility and Crowd-Pleasing Comfort



Formula created each SS, BR and FX model to expand possibilities for ever more fun on the water. Formula's multi-purpose design innovations include the walk-thru windshield with built-in steps, versatile lounge seating, the double-wide helm, and storage areas designated specifically for boating gear.

In all cockpits from the 290 on up, lounge seating, along with a table, converts to a generous sunpad, and in every model, the aft facing lounge seating also converts to a full size sunpad, a great way to be a part of in-water activity at anchor. All seating is contoured with preshaped foam components for maximum comfort. The DriFast® foam is truly remarkable as it does not retain water. Waterproof marine materials rather than wood are used throughout the cockpit, and seat cores are rotocast to assure longevity.

Formula's superior cockpit upholstery, a rugged, outdoor-grade vinyl, is tear-resistant due to higher density and special backing material. Computer-patterned and cut shapes are assembled by skilled sewers using Tenara® thread that does not deteriorate from UV rays, cleaning agents or saltwater. PreFixx® treated white and Morning Sand vinyls resist staining, and color-permeated vinyl accents coordinate with the exterior Imron® graphic.





Helm seating offers individual options of sitting, standing or leaning back against the upright seat. Waterproof rocker switches and chrome shifters and throttles are easily reached. Accurate systems monitoring includes complete Livorsi® illuminated instrumentation logically arrayed on the sleek, silver burl or burl wood-finish dash panels.

SS, BR and FX models provide for an integrated wetbar with sink, cooler, trash container and storage, topped by a Corian® counter, and everyone is within easy reach of a polished stainless steel drink holder.

Smoothly finished fiberglass lockers secure carry-on gear and water toys to keep the cockpit clutter free, while lines, fenders and PFDs are stored in special compartments. By activating a switch, the engine room is accessed where the fume detector and standard automatic fire extinguishing system prove to be reassuring safeguards. Formula thru-bolts all engines using heavy-duty cast aluminum mounts along with backing plates instead of lag bolting directly to the stringers as in some other boats.









The Primary Goal of The Formula Team is Owner Satisfaction

Owner safety has always been a key issue with the Formula Team, and they work at it every day. Each Formula is built according to National Marine Manufacturers Association, American Boat and Yacht Council and CE standards. Boat certification should definitely be a major determining factor when purchasing a boat.

As each Formula nears completion, it is subjected to an extensive checklist procedure for all instruments, systems and accessories while floating in a test tank. Engines are powered up, and a continuous spray of water confirms the seal around deck hatches, hardware and along the windshield. New hull designs, materials and other related equipment are evaluated through active testing on open water.

Before shipping, Formula's Quality Assurance Program requires a Formula Team member to examine each boat as if they were a prospective buyer. This program reinforces the importance of consistent, premium quality and enables new owners to enjoy the remarkable difference in Formula boating from day one.

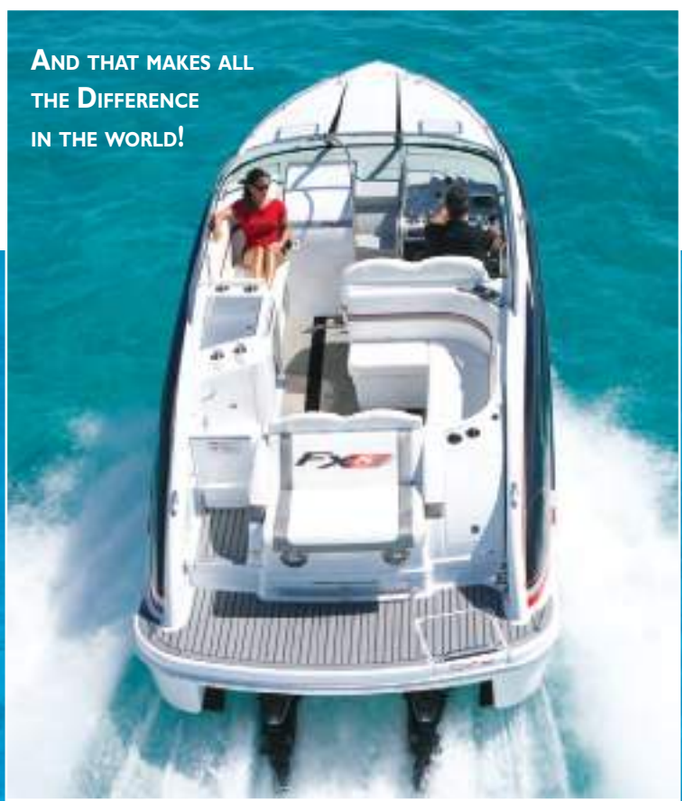
Formula stresses the importance of keeping owners on the water and enjoying every experience to the fullest through a qualified service network. This includes all dealers who offer Formulas for sale and a number of additional locations designated as Formula Authorized Service Centers, all locations easily found on the Formula website. Dealerships are updated on product changes, and they can rely on the corporate Formula Technical Assistance Group (TAG) for quick advice to resolve issues that might otherwise interrupt good times on the water.

Formula Guard coverage on every new model protects each owner's investment beginning with a 10-year structural warranty. All components, accessories, engines and outdrives are covered through a 5-year limited protection plan including necessary labor and replacement materials. The Formula Guard program is transferable during the first five years of ownership, so a Formula's traditional high value remains strong to trade up.

If you would like to know more about Formula Sun Sport, Super Sport, Bowrider and FX models, check out our website at www.formulaboats.com for equipment listing, pricing, floorplans, more photos, videos and dealer information. Owner stories and boat test reports also share candid perspectives and further Formula facts.

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.





240 BR

2006 Award for Product Excellence
Runabout of the Year

240 Bowrider/Sun Sport Specifications		
LOA	24´0˝	7.32 m
Maximum Beam	8´6˝	2.59 m
Approx. Weight (BR/SS)	5,000/4,850 lbs	2,268/2,205 kg
SS - Cabin Headroom	4´0˝	1.22 m
Fuel Capacity	59 gal	223 L
Water Capacity	10 gal	38 L
Bridge Clearance	4´8˝	1.42 m
Bridge Clearance w/sport arch	7´8˝	2.33 m
Bridge Clearance w/Samson Sports		
Razor wakeboard tower	8´3˝	2.51 m
Draft	36˝	.91 m
Deadrise	20°	20°







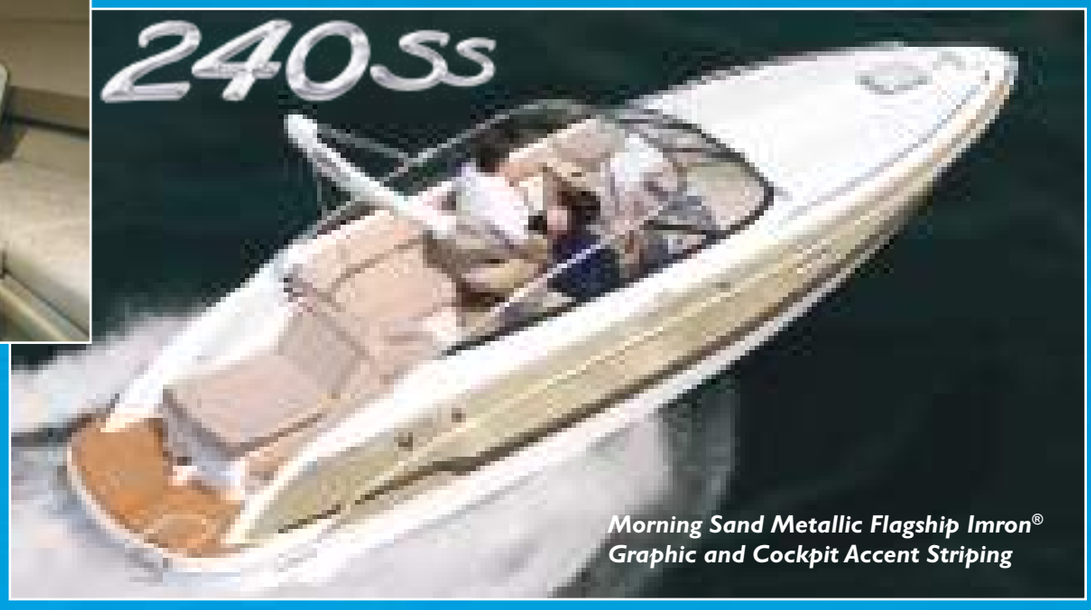




Scan the QR code for 240 BR features and complete photo gallery



Morning Sand Fabric Package



Morning Sand Metallic Flagship Imron® Graphic and Cockpit Accent Striping







Sapphire Blue Metallic Flagship Imron® Graphic and Cockpit Accent Striping



270 BR

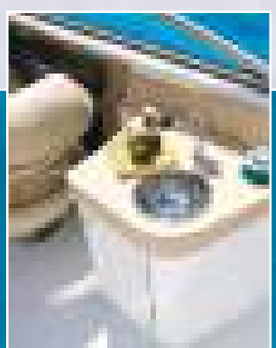
270 Bowrider/Sun Sport Specifications		
LOA	27´0˝	8.23 m
Maximum Beam	8´6˝	2.59 m
Approx. Weight	6,200 lbs	2,812 kg
SS - Cabin Headroom	4´2˝	1.22 m
Fuel Capacity	100 gal	379 L
Water Capacity (opt.)	14 gal	53 L
Holding Tank Capacity (opt.)	13 gal	49 L
Bridge Clearance	5´0˝	1.52 m
Bridge Clearance w/sport arch	7´9˝	2.36 m
Bridge Clearance w/Samson Sports Razor wakeboard tower	8´7˝	2.62 m
Draft	40˝	1.02 m
Deadrise	22°	22°

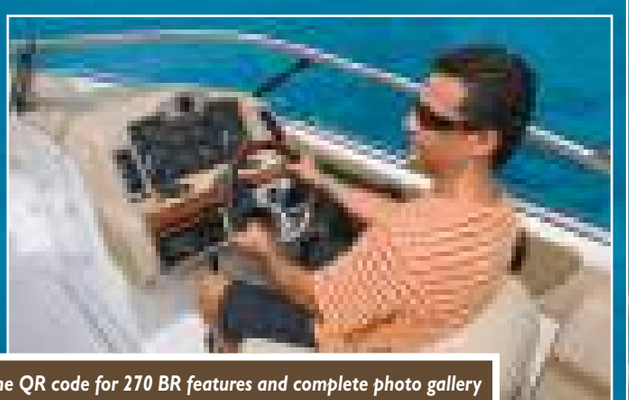


2009 Excellence in Design Award











Scan the QR code for 270 BR features and complete photo gallery



Graphite Fabric Package with
High-Gloss Cherry Finish Table and
Chamois Ultraleather™



Black Onyx Imron® Graphic A and Cockpit Accent Striping

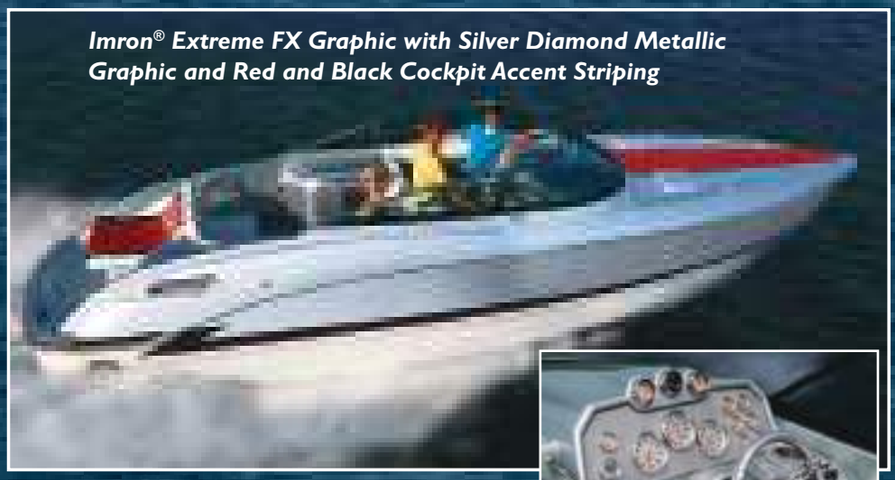
Black Onyx Metallic Imron® Graphic and Morning Sand Cockpit with Latte Accent Striping





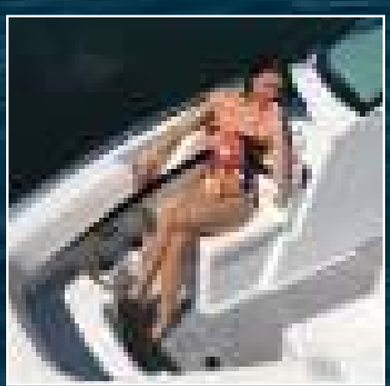
290 BR

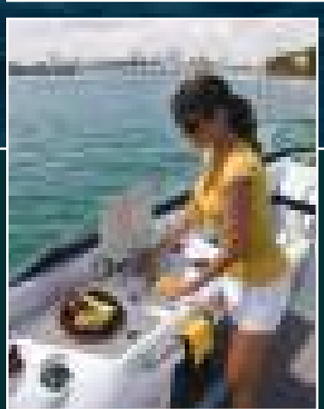
290 Bowrider/Sun Sport Specifications		
LOA	29´0˝	8.84 m
Maximum Beam	9´0˝	2.90 m
Approx. Weight	8,950 lbs	4,060 kg
SS - Cabin Headroom	5´1˝	1.54 m
Fuel Capacity	110 gal	416 L
Water Capacity (SS)	15 gal	56 L
Water Capacity (BR)	19 gal	71 L
Holding Tank Capacity	23 gal	87 L
Bridge Clearance	5´10˝	1.77 m
Bridge Clearance w/arch	8´2˝	2.49 m
Draft	40˝	1.02 m
Deadrise	22°	22°



Imron® Extreme FX Graphic with Silver Diamond Metallic Graphic and Red and Black Cockpit Accent Striping

290 FX











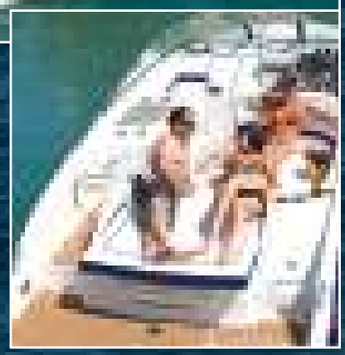
Scan the QR code for 290 BR features and complete photo gallery



Sapphire Fabric Package with
High-Gloss Cherry Finish Table and
Chamois Ultraleather™

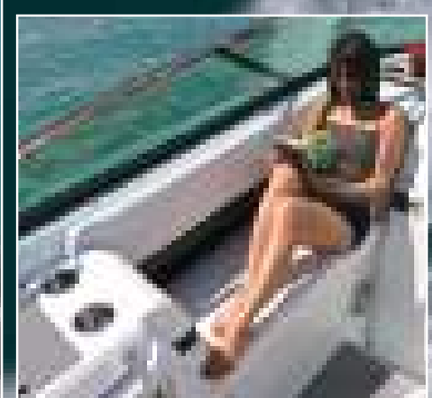
290 SS

Sapphire Blue Metallic Flagship Elite Imron®
Graphic and Cockpit Accent Striping



Black Onyx Metallic Imron® Graphic and Cockpit Accent Striping





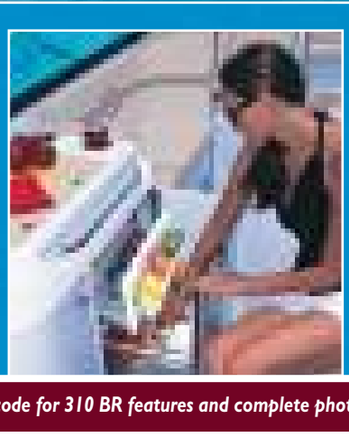
310 BR

Boating Magazine
2008 "Best Bets" Award

310 Bowrider		
LOA	31´0˝	9.45 m
Maximum Beam	9´6˝	2.90 m
Approx. Weight	9,875 lbs	4,479 kg
Fuel Capacity	130 gal	492 L
Water Capacity	29 gal	110 L
Holding Tank Capacity	36 gal	136 L
Bridge Clearance	6´0˝	1.83 m
Bridge Clearance w/arch	8´8˝	2.64 m
Draft	37˝	.94 m
Deadrise	22°	22°











Scan the QR code for 310 BR features and complete photo gallery





Tropical Red Metallic Imron® Graphic and Morning Sand Cockpit with Latte Accent Striping





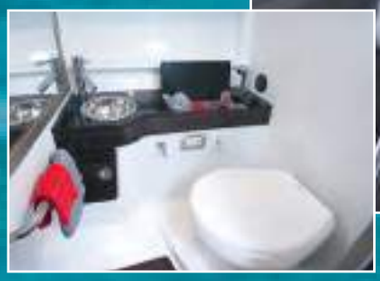


310 FX5

310 FX5/Sun Sport Specifications		
LOA	31´0˝	9.45 m
Maximum Beam	9´6˝	2.90 m
Approx. Weight	9,750 lbs	4,423 kg
Cabin Headroom	5´4˝	1.63 m
Fuel Capacity	130 gal	492 L
Water Capacity	26.5 gal	100 L
Holding Tank Capacity	36 gal	136 L
Bridge Clearance	6´0˝	1.83 m
Bridge Clearance w/arch	8´8˝	2.64 m
Draft	37˝	.94 m
Deadrise	22°	22°



Graphite Fabric Package with Brushed Metallic Upper Cabinets, High-Gloss Deep Zebrano-Finish Lower Cabinets, Night Sky Corian® and Dove Gray Ultraleather™ w/Pewter Ultrasuede Lumbar













Scan the QR code for 310 FX5 features and complete photo gallery



Boating Magazine
2006 "Best Bets" Award

Sapphire Blue Metallic Flagship Imron® Graphic with Cockpit Accent Striping

Black Onyx Metallic Imron® FX Graphic with FX Cockpit Accents

350 SS

350 Sun Sport Specifications		
LOA	35´0˝	10.67 m
Maximum Beam	10´9˝	3.28 m
Approx. Weight	13,470 lbs	6,109 kg
Cabin Headroom	5´10˝	1.77 m
Fuel Capacity	172 gal	651 L
Water Capacity	26.5 gal	100 L
Holding Tank Capacity	37 gal	140 L
Bridge Clearance	6´10˝	2.08 m
Bridge Clearance w/arch	9´5˝	2.87 m
Draft	39˝	.99 m
Deadrise	21°	21°





Powerboat Magazine 2008 Award for Product Excellence

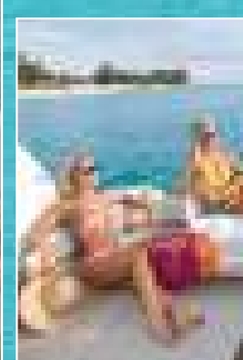
2008 Award for Product Excellence
Sport Cruiser of the Year











Scan the QR code for 350 SS features and complete photo gallery



FX Extreme Imron® Graphic with Silver Diamond Metallic Imron and Red and Black Cockpit Accent Striping







Morning Sand Metallic Imron® Designer Graphic and Morning Sand Cockpit with Latte Accent Striping
• Coordinates with Tommy Bahama Tropical Sunrise Fabric Package





Tommy Bahama® Tropical Sunrise Fabric Package with Ash-Finish Cabinets, Ecru Corian and Golden Ultraleather™ w/Wheat Ultrasuede Lumbar



370 SS

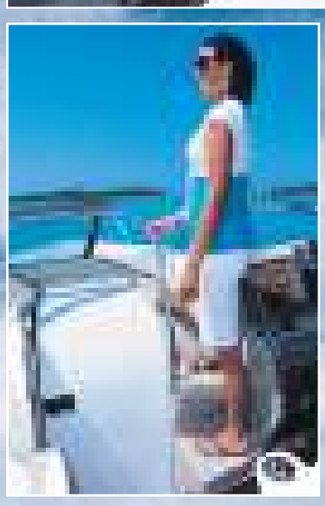


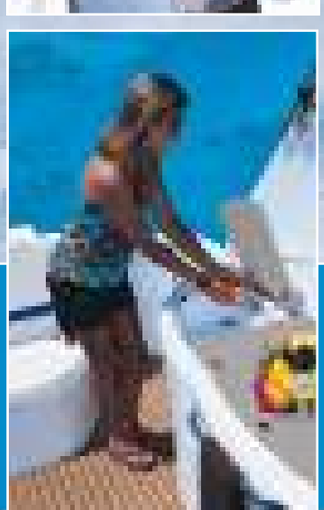
370 Super Sport Specifications		
LOA	38´6˝	11.73 m
Maximum Beam	10´9˝	3.28 m
Approx. Weight	15,100 lbs	6,849 kg
Cabin Headroom	6´2˝	1.88 m
Fuel Capacity	238 gal	901 L
Water Capacity	43 gal	163 L
Holding Tank Capacity	50 gal	189 L
Bridge Clearance	10´	3.05 m
Draft	36˝	.91 m
Deadrise	21°	21°

POWERBOAT 2004

2004 Award for Product Excellence
Sport Cruiser of the Year







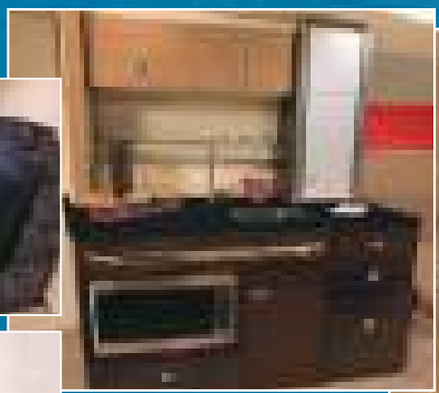




Scan the QR code for 370 SS features and complete photo gallery







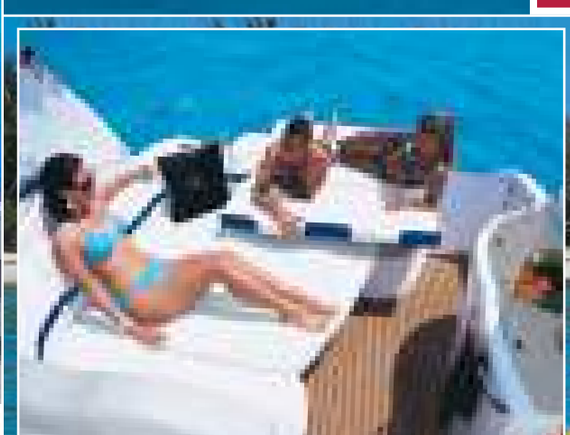


Ralph Lauren® Coastal Fabric Package with High-Gloss Ash-Finish Upper Cabinets, High-Gloss Deep Zebrano-Finish Lower Cabinets, Night Sky Corian®, Saddle Ultraleather™ w/Camel Ultrasuede Lumbar



Sapphire Blue Metallic Imron® Designer Graphic and Cockpit Accent Striping • Coordinates with Ralph Lauren Coastal Fabric Package







400 SS



400 Super Sport Specifications

LOA	41´6˝	12.65 m
Maximum Beam	11´0˝	3.35 m
Approx. Weight (gas/diesel)	16,100/17,100 lbs	7,303/7,756 kg
w/hardtop (gas/diesel)	17,100/18,100 lbs	7,756/8,210 kg
Cabin Headroom	6´2˝	1.88 m
Fuel Capacity	250 gal	946 L
Water Capacity	50 gal	189 L
Holding Tank Capacity	50 gal	189 L
Bridge Clearance w/mast light	11´6˝	3.51 m
Bridge Clearance w/hardtop, sat. tv & mast light	12´6˝	3.81 m
Draft (gas/diesel)	36˝/40˝	.91 m/1.02 m
Deadrise	22°	22°

2005 Award for Product Excellence
Sport Cruiser of the Year















Scan the QR code for 400 SS features and complete photo gallery



Black Onyx Metallic Flagship Imron® Graphic and Cockpit Accent Striping







400 SS











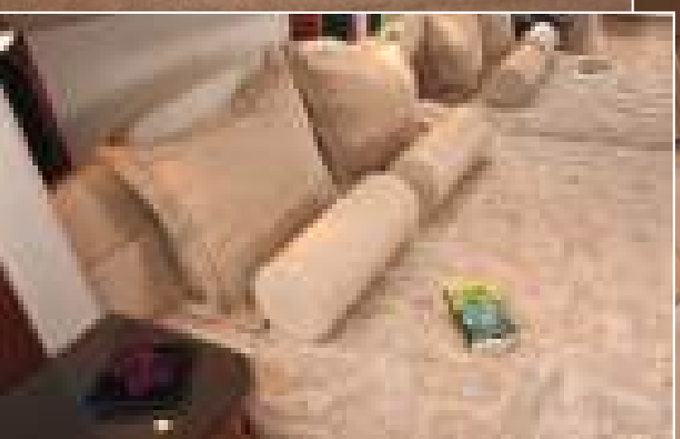




Morning Sand Fabric Package with High-Gloss Cherry Cabinets, Bronzite Corian®, Chamois Ultraleather™ w/Dune Ultrasuede Lumbar







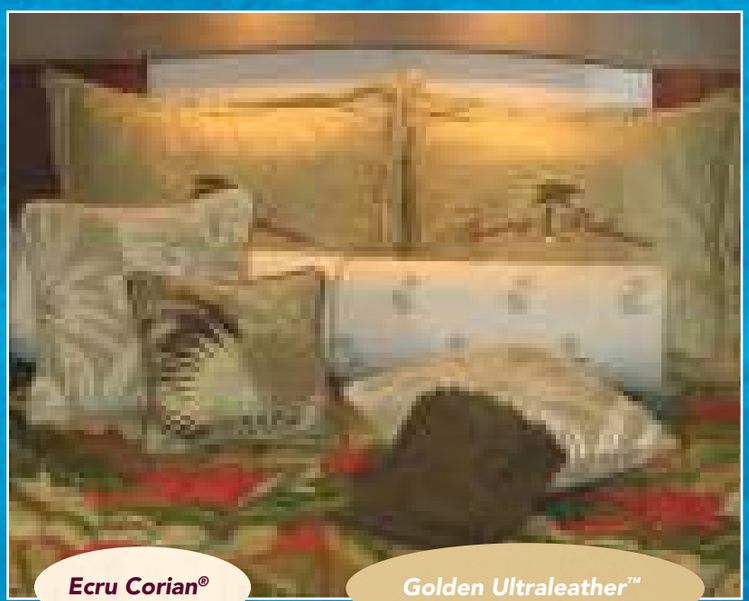


Formula Cabin Décor

Formula 2012 cabin décor selections reflect exterior color choices with designer expertise. Three standard décor themes offer either classic Sapphire, lovely Morning Sand or sophisticated Graphite décor throughout. In larger models, remarkable designer themes by Tommy Bahama® and Ralph Lauren® invite owners to express their personal taste with an upscale flair.

Designer Décor Selections

Tommy Bahama Tropical Sunrise Décor



Ralph Lauren Coastal Décor



Sun Sport Standard Graphic C – NEW



Standard Décor Selections

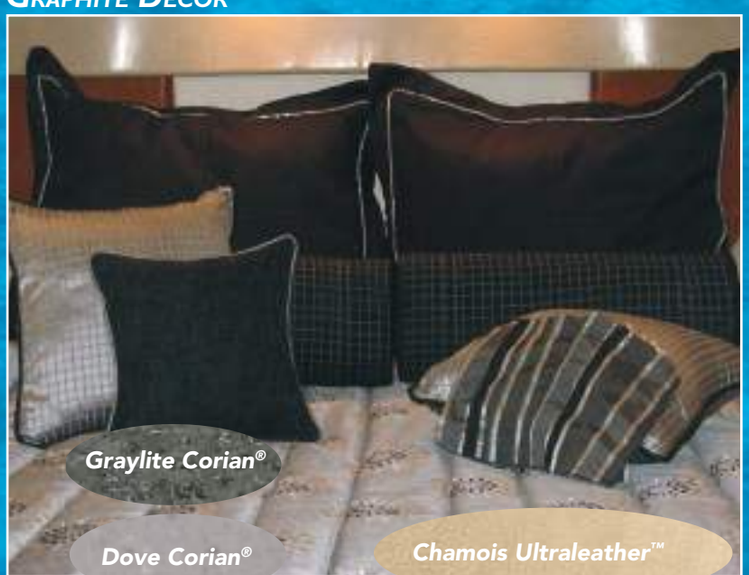
Morning Sand Décor



Sapphire Décor



Graphite Décor



Scan the QR code to view each SS, BR and FX Formula Floorplan / Imrons at www.formulaboats.com

Formula Imron Selections

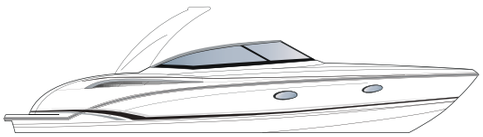
Scan the QR code to visit formulaboats.com. Select the model you're interested in to view Imron color selections.

Express your personal taste by selecting the exterior graphic and colors you like. Formula's use of Imron, a premium quality DuPont® urethane enamel, keeps your graphic vivid, bright and beautiful year after year. Formula 2012 SS, BR and FX models offer a wide variety of color/graphic combinations including Standard, Flagship, Flagship Elite and FX designs, as well as Designer Graphics on larger models. With all these choices, your 2012 Formula is sure to be spectacular!

FX Series Graphic



Sun Sport Standard Graphic A



Sun Sport Flagship Elite Graphic



Super Sport Standard Graphic



Sun Sport Standard Graphic B



Sun Sport Flagship/Designer Graphic



Super Sport Flagship/Designer Graphic



More on Formula



Formula Lineup

The Formula powerboat lineup includes Sun Sport, Super Sport, Cruiser, Yacht and FAS³Tech® models. For exhilarating speed, get into a Formula FAS³Tech, ranging from 29 to 38 feet. The Sun Sport series ranges from 24 to 35 feet including four bowrider and three FX models, while the popular Super Sport lineup includes 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 premier yachting. Call 1.800.736.7685 to receive a free catalog, or scan the QR code to locate your nearest Formula dealer to see the new Formula lineup for 2012.







Formula Website/Facebook



Formula's website and Facebook page 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 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!

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 Formulas feature polycarbonate Lexan® front connectors as standard for clear viewing.



Build Your Formula

Formula's unique program, "Build Your Formula," makes the exciting process of choosing your Formula options and graphics much easier. Find the "Build Your Formula" section at www.formulaboats.com or see your Formula dealer for details.



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.





FORMULA

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www.formulaboats.com

Scan the QR code for more SS, BR and FX features and photos.

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Your Formula Dealer:

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