

# The Right FORMULA



In this competitive boat building industry, it is very important to be able to differentiate yourself from your rivals. Offering the client that point of difference will always make their decision easier. For instance, allowing a client to choose where to put the galley, forward or aft; to decide whether to make a staircase internal or external; to choose bedroom layouts, long-range fuel tanks, different engine specifications or timber floors instead of carpet; to offer the client all these choices, plus still deliver the extra performance and fuel efficiency everyone is after. To have what you want, when you want it and being able to change your mind with a smile always works in a market where the client is *always* right.

This is precisely the type of customisation that Formula Cruisers from New Zealand offers clients. Since 1982, Formula has been manufacturing quality vessels for buyers worldwide. The company's current owner, a well-known businessman in both New Zealand and Australia, has owned the yard for 11 years.

Formula became well-known in the early 1980s for their Formula 4000 model, of which 50 were built and exported around the globe. In 2005, Formula launched its flagship model, the Icon 54. The vessel has been so well received that Formula is moving to a new facility at the recently developed Superyacht Precinct in Hobsonville, Auckland. The new shed is more than twice the size of the current building and will allow Formula Cruisers to increase production of the Icon 54 and also introduce two new models, the Icon 62 and Icon 68. In addition, they will have the space to further improve construction processes and efficiencies. Long-term, Formula hopes to develop a 70-foot-plus model plus a newly styled range, though at this point they are keeping busy with their current line-up.

The NZ company is exhibiting their first vessel in Australia for the first time since 2002 at this year's Sanctuary Cove International Boat Show. The company has also recently appointed representation in Queensland, Formula Cruisers QLD, headed up by Ian Muller and Andrew Wightman. Formula is also in discussion with other possible representation around Australia and further afield.

I asked Troy Woods, Formula Cruisers' marketing manager, how they differentiate their craft from other luxury flybridge manufacturers.



John Lewis, Grant Senior and Troy Woods

**"WE UNDERSTAND THAT PEOPLE RECOGNISE QUALITY AND APPRECIATE THE BENEFITS THIS OFFERS IN TERMS OF LONG-TERM OWNERSHIP AND HIGH RESALE VALUES, BOTH AREAS WHERE WE EXCEL."**

NEW ZEALAND BUILDER FORMULA CRUISERS OFFER HIGHLY CUSTOMISABLE, TOP QUALITY MOTOR YACHTS. OCEAN TAKES A CLOSER LOOK AT HOW THEY DO IT.

By Hillary Buckman



“A big question we always ask is ‘how do you use your boat?’” says Woods. “From here, we can personalise the boat to suit an owner’s needs; be it family cruising, sports fishing, diving, long-distance voyaging and so on. Our boats are top-end quality throughout, and appeal to the discerning owner who wants more than a standard production offering. We understand that people recognise quality and appreciate the benefits this offers in terms of long-term ownership and high resale values, both areas where we excel.”

Formula has an experienced production team headed by Grant Senior, who has been at the helm for eight years. Grant is a qualified naval architect and is leading the team into the next decade. The Formula team has developed a boat which has the biggest volume in its class in Australasia. This is achieved through a Carolina flare sheerline and high beam-to-length ratio. The headroom, increased floor space and increased storage throughout makes you feel like you are in a much larger boat. In addition, a great deal of attention has been paid to performance, which includes speed and, perhaps more importantly, fuel economy. The fuel efficiency and range of the Icon 54 are stand-out features when compared

**“OUR BOATS ARE TOP-END QUALITY THROUGHOUT, AND APPEAL TO THE DISCERNING OWNER WHO WANTS MORE THAN A STANDARD PRODUCTION OFFERING.”**

to other vessels in its class.

Formula Cruisers also looked very closely at the production process in terms of building the boats to the highest standards and as efficiently as possible. To this end, they use a combination of Resin Transfer Moulding (RTM) and vacuum bag technology to achieve the highest standards of quality and strength in their hulls and decks. These are advanced construction techniques that help future-proof their boats so that they retain quality and resale value. In

fact, the company offers a 10-year warranty on all its boats.

Formula Cruisers recognise that as a company they have to stay at the leading edge of what they do – in terms of providing superior quality boats, construction techniques and after-market care programs, and to this end put considerable resources into the design, styling, tooling and construction processes.

It is no use saying that you are innovative if you don’t move with the times and take steps to back that statement up with results.

*For further information Tel: NZ +64 (0)9 376 0023 - Australia +61(0)419 645911 or visit [www.formulacruisers.com](http://www.formulacruisers.com)* ○

New 62 line drawing

