



**BOSTON**  
**WHALER**

## **280 Vantage Product Review**

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# Insights – Vantages

After collecting all of the data, identifying patterns, and using models to rearrange the data there were some significant insights that were noticed. These insights provide the key areas to focus around in order to provide a product that meets the consumers needs.

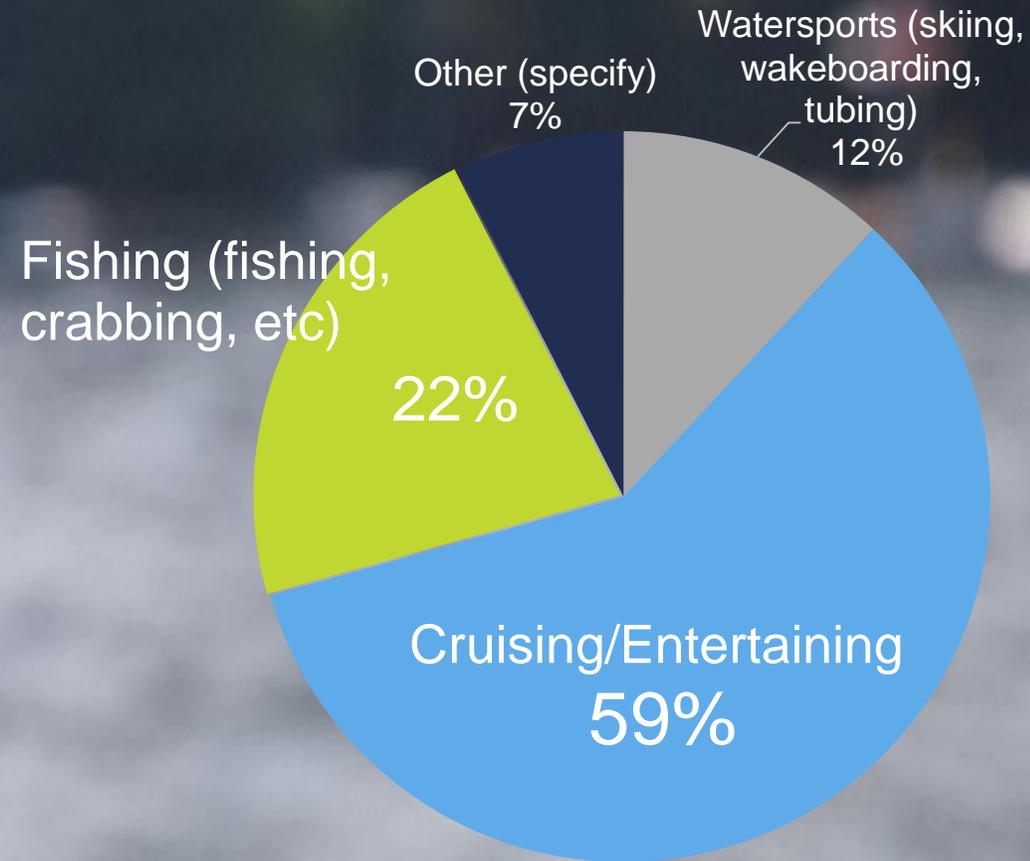
# Vantage Usage

- Stay in bays/not much offshore
- Fair-weather boaters

- Cruise, socialize, visit restaurants
- Some watersports, some fishing
- Taking friends & family out

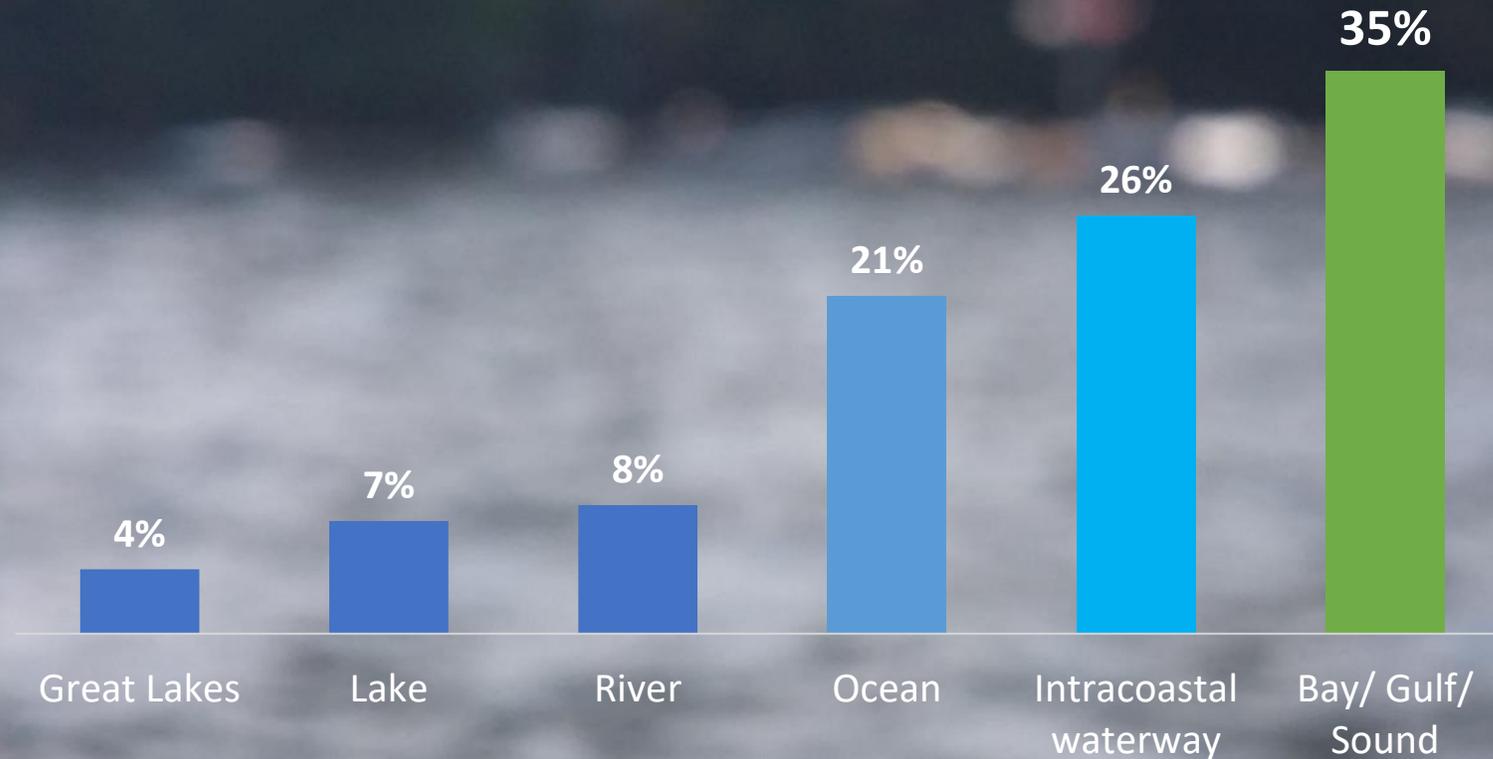


# Activities - % of time



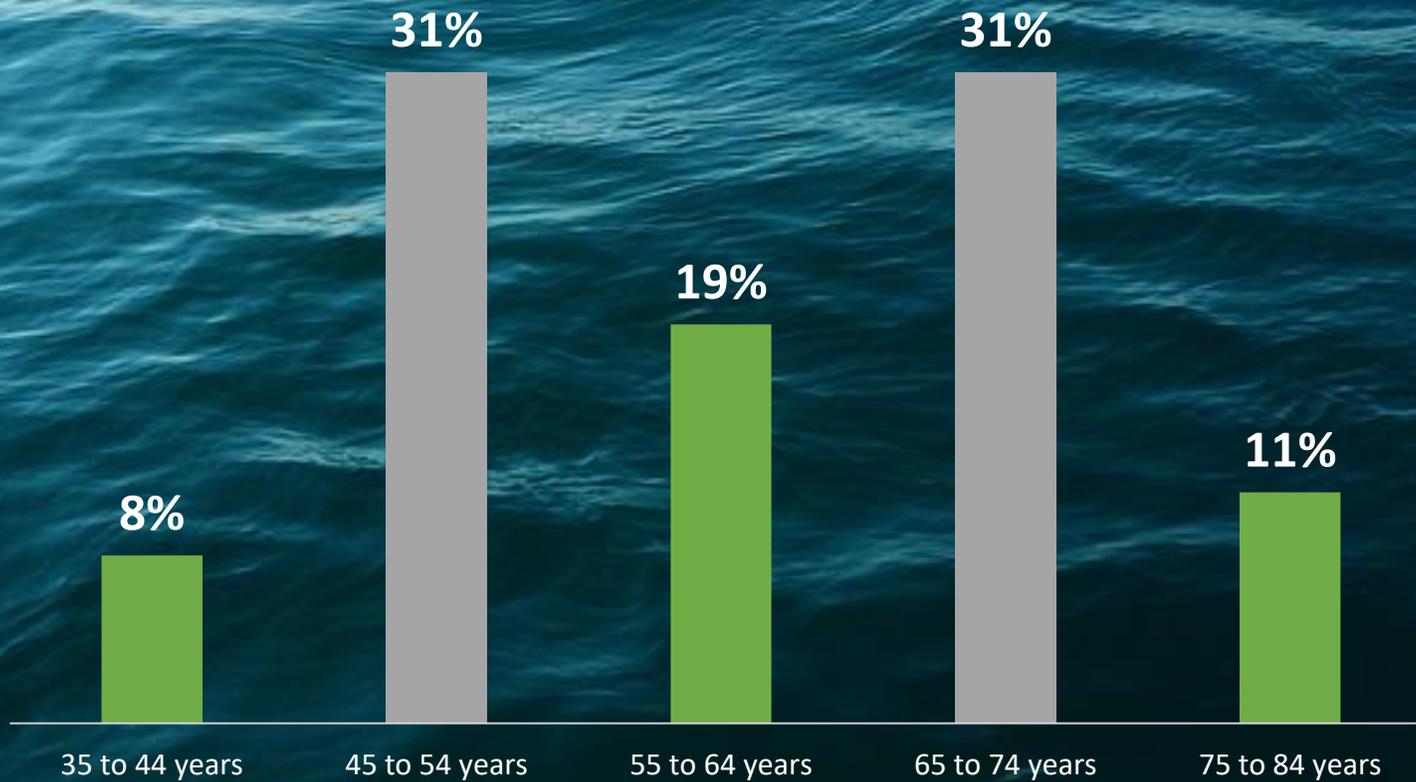
# Where do owners take their Vantage?

Vantage models are used primarily on smaller bodies of water. The 230 model is used for shorter distance, while the larger 270 is used more often on larger water territory and longer distance.





# Age Range



# Vantage Lifecycle

- 
- Fishing
  - Learning how to use
  - Bonding
  - Taking teen/friends out

- 
- Entertaining friends
  - Taking grandkids/entire family out

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## Young Family

## Adults with kids/teens

## Empty Nest

## Grandparents with family

- 
- Exposure to boating
  - Watersports for kids

- 
- Alone time
  - Entertaining friends
  - Social boat

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# THEMES



**“Just get in, turn your key and GO!**  
- *John Pannozzo, 230 Vantage*

# Simplicity

The Vantage is simple to operate, clean,  
no complicated systems  
It doesn't require much maintenance, easy care, easy to drive  
No complex systems to deal with – just simple

# Defined Multi-use

The Vantage can be used for several activities. Most owners see it as a do-anything boat. They aren't limited to fishing, not limited to cruising...it is a very adaptable boat. They define the boat's usage.

**"Wanted a boat we could fish/ cruise/ waterski."**  
*Steve McMullen, 230 Vantage*

# Adaptable

The Vantage allows owners to do whatever they are in the mood for... whether it is throwing in a line to see if they can catch anything... if not, they can go to the beach to swim or lounge. There are many options of how to use the Vantage



“You can do anything you want on this boat – that’s the beauty of it!”  
- *John Caputo, 270 Vantage*



# Quick & Easy

The Vantage makes it quick and easy to get out on the water and enjoy. It is easy to wash-down when you get back from a day on the water. Not a high-maintenance boat.

“I needed a boat that is easy to use –  
works every time.”  
- Julien Gimbrere, 230 Vantage

# Overly Capable

Owners recognize that the Vantage is highly capable of providing safety for their family and friends. They feel at ease that the boat will be more capable than others while out on the water. However due to the lack of confidence in their own ability they need reassurance.

**"I have super confidence in this boat."**  
*- John Betsch, 230 Vantage*

# Social Comfort



The Vantage provides the creature comforts to be able to entertain or relax on board. The comfort and amount of seating provides guests with a smooth enjoyable outing.

***“Lots of creature comforts for a boat this size.”***

***- John Pannozzo, 230 Vantage***



# Vantage



# All-New 2020 Model Year: 280 Vantage



This data is internal to Brunswick.

# What's New for the Vantage Platform: Exterior features

- Keel Up Re-design
- LOA to 27' 9" from 26' 10"
- Bow flare with additional 2" in cockpit depth and addition of bone style line
- Restyling of windscreen with welded aluminum integrated Hard-Top frame
- Electric cockpit Sureshade
- Combination telescoping bow swim ladder and anchor windlass compatibility
- Anchor Windlass with rode, chain and anchor
- Integrated Port side dive/boarding door
- T-250 Mercury Power
- Transom Livewell



# Comparison between new and old

## 280 Vantage

### New Model

LOA: 27' 9" (8.45 m) (On centerline, bow to engine mounting location) **+11"**

LOA with platforms: 29' 1" (8.86 m) **+10"**

Beam: 9' 6" (2.74 m) **+6"**

Draft: 21" (0.53 m) **+1"**

Weight (dry, no engine): 6,700 lbs (3039 kg) **+1500 lbs**

Weight (w/engine, fuel and water): 9,320 lbs (4227 kg) **+1500 lbs**

Maximum Weight Capacity: 3,702 lbs (1,679 kg)

Swamped Capacity: 5,000 lbs (2268 kg)

Persons Capacity: 12

Maximum HP: 800 hp (596 kW) **+200 hp**

Minimum HP: 500 hp (373 kW) **+100hp**

Maximum Engine Weight: 1,400 lbs (635 kg)

Transom Height: 25" (0.64 m)

Deadrise at Transom: 21° **+1 degree**

Fuel Capacity: 185 gallons (700 L) **+10 gal.**

Water Capacity: 20 gallons (76 L)

Waste Capacity: 6 gallons (23 L)

Livewell Volume: 19 gallons (71.9 L)

Bridge Clearance with Hardtop: 9' 1" (2.77 m)

## 270 Vantage

### Old Model

LOA: 26' 10" (8.18 m) (On centerline, bow to engine mounting location)

LOA with platforms: 28' 3" (8.61 m)

Beam: 9' 0" (2.74 m)

Draft: 20" (0.51 m)

Weight (dry, no engine): 5,200 lbs (2359 kg)

Weight (w/engine, fuel and water): 7,503 lbs (3,403 kg)

Maximum Weight Capacity: 3,702 lbs (1,679 kg)

Swamped Capacity: 5,000 lbs (2268 kg)

Persons Capacity: 12

Maximum HP: 600 hp (448 kW)

Minimum HP: 400 hp (298 kW)

Maximum Engine Weight: 1,400 lbs (635 kg)

Transom Height: 30" (0.76 m) single/ 25" (0.64 m) dual

Deadrise at Transom: 20°

Fuel Capacity: 175 gallons (662 L)

Water Capacity: 20 gallons (76 L)

Waste Capacity: 6 gallons (23 L)

Livewell Volume: 19 gallons (71.9 L)

Bridge Clearance with Hardtop: 9' 1" (2.77 m)

# 280 Vantage: Top 4 new key features

Standard dive door

Integrated hard-top and  
windscreen for better visibility



100 hp standard power increase

Redesigned hull for improved  
seaworthiness

# 280 Vantage: Aft cockpit changes

Standard Livewell  
(Lid will be clear)

Standard port dive door  
for lateral entry



Standard in-floor  
fish boxes

# 280 Vantage: Fiberglass Hardtop

Hardtop features:

- Grab rails- located on centerline, stainless steel (3)
- Navigation light
- Rod holders (4)
- Tow bit

Welded aluminum integrated  
Powder coated frame with  
tempered glass windshield



# 280 Vantage: Port side



# 280 Vantage: Cockpit view



# 280 Vantage: bow area



- Recessed storage / cup holder compartment
- Bow bolster
- Bow walkthrough block off panel
- Drink holders (4)
- Fiberglass lids with latches (3)
- Welded stainless steel forward side rails

Integrated centerline  
bow cooler (12 gallon)

Standard anchor  
windlass

Lockable rod storage:  
Starboard console OPT

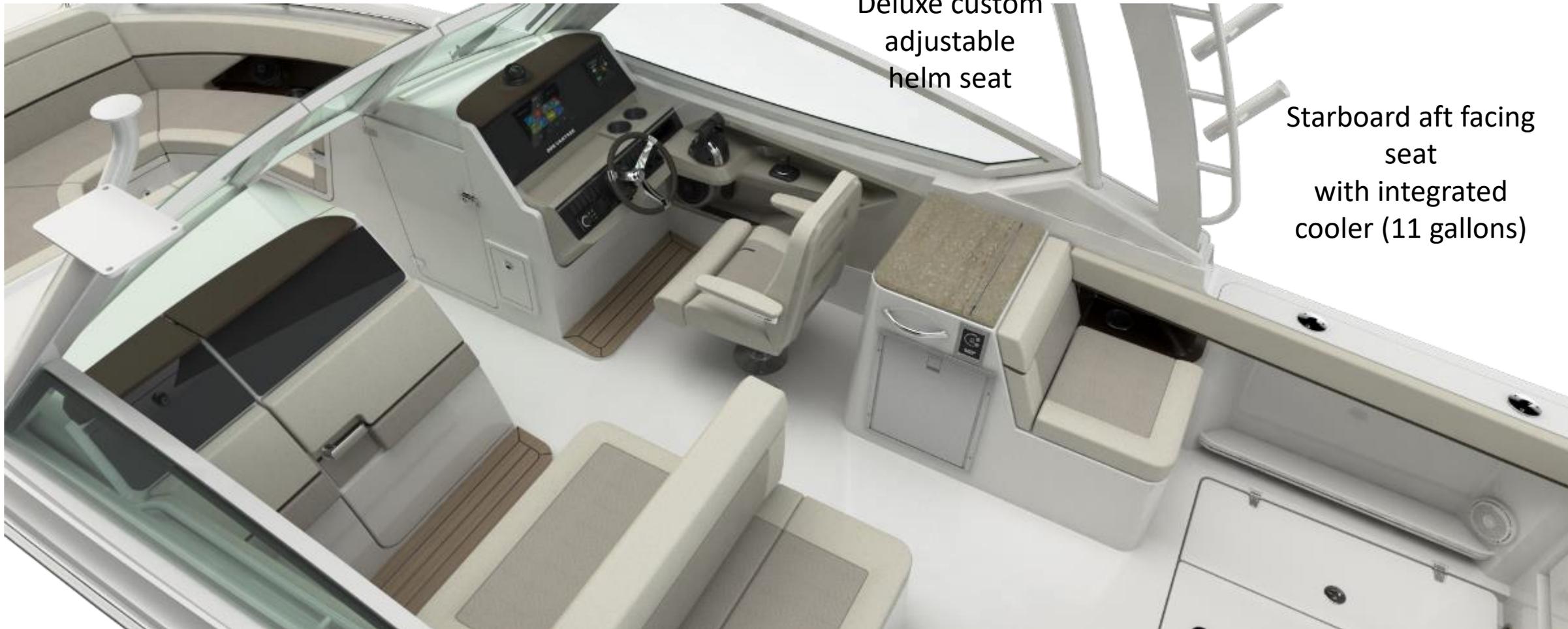
## 280 Vantage: Bow



Combination telescoping bow  
swim ladder and anchor  
windlass compatibility

Standard anchor windlass-  
concealed.  
200' Rode, chain and anchor

# 280 Vantage: Helm and port side seating



Deluxe custom  
adjustable  
helm seat

Starboard aft facing  
seat  
with integrated  
cooler (11 gallons)

Convertible port lounge seat with storage

# 280 Vantage: cockpit dash



## Three electronic package options:

- Single 9" Raymarine Axiom Pro RVX
- Single 12" Raymarine Axiom Pro RVX
- Deluxe Helm Electronics
  - Port and Starboard custom black acrylic dash and switch panels
  - 12" Raymarine Axiom RV
  - Nav. Pack with GPS, chart plotter, fisher finder, RealVision 3D, Down Vision, Side Vision and Chirp transom transducer
  - Premium Audio Stereo System
  - VesselView 4" display
  - Port console glovebox

# 280 Vantage: starboard side console

Standard sink with freshwater faucet

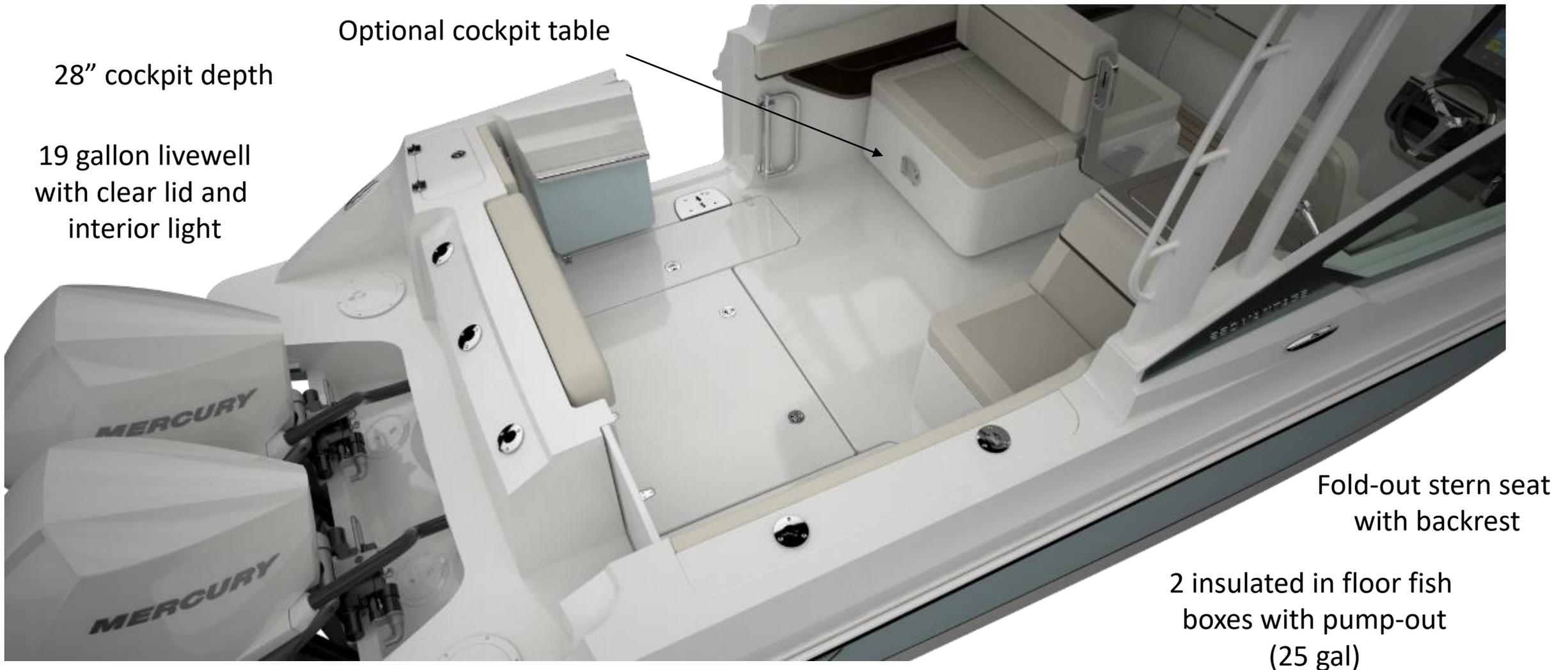
Summer Kitchen option:

- 12V refrigerator
- Corian counter top
- Electric grill (deletes sink)



Optional stand alone  
refrigerator also available

# 280 Vantage: Aft cockpit, with dive door



Optional cockpit table

28" cockpit depth

19 gallon livewell  
with clear lid and  
interior light

Fold-out stern seat  
with backrest

2 insulated in floor fish  
boxes with pump-out  
(25 gal)

# 280 Vantage: Price equalization comparison

Price comparison	2020 27 VNT	2020 280 VNT
	Retail	Retail
<b>Base Boat</b>	\$165,366	\$242,703
Upgrade to twin 250's	\$16,737	Std
Windlass	\$4,460	Std
Ability to have beach ladder with Windlass	\$299	Std
Port Aft Livewell	\$1,900	Std
Fish boxes (Dual)	\$2,537	Std
Hardtop	\$14,100	Std
Integrated Windshield	\$1,493	Std
Dive Door	\$18,824	Std
Starboard aft facing seat	\$1,493	Std
Centerline Bow seat	\$1,493	Std
6" wider X 1 foot longer	\$7,463	Std
New Improved Aesthetics / New Model	\$4,342	Std
<b>Total</b>	<b>\$240,507</b>	<b>\$242,703</b>

# Key Selling Features:

- Standard Features:
  1. Keel up redesign with improved aesthetics
    - a) Longer (approx. 10") and deeper in the bow
  2. Integrated and standard dive door
  3. Fishability!!!
    - a) Standard livewell port corner
    - b) Deck fishboxes
  4. Windlass is standard
  5. Hardtop standard
  6. Bow centerline seat with storage underneath (vs. previous)
  7. Aft facing seating at starboard prep station
- Optional Features:
  - a) Compatibility of beach boarding ladder
  - b) Weather curtain ease of use improved with integrated hardtop

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***WHALER*** 

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