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# 380 Realm

Sales Presentation

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# Research Analysis/ Synthesis

Data was compiled from all of the interviews into verbatim comments that were grouped by each individual owner. All other research was compiled onto a working wall in order to see patterns in the data.

all the  
ent being  
neath the  
locker lid

When you wash  
the boat  
everything drains  
into the anchor  
locker

All the windlass  
controls are right  
there and water  
runs right one  
them

Seems simple to  
just have a lip and  
a drain

The anchor rope is  
always wet and  
everything is  
always getting  
water on it

Love the hardtop,  
kids sunbathe and  
jump off of it

Added a grab  
handle on top of  
the hardtop for  
the women to  
board the boat

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## User Groups

There were two distinct user groups that aligned with different phases in life. There was a group that was more focused around their immediate family and getting everyone out on the water together. They typically have kids that are in high school so they are more independent when taking long trips. The other group is the grandparents. The boat is still about the dream of making the Bahamas trip but also provides the necessary security they need to get their grandkids out on the boat. Both groups have a lot of very similar usage traits.



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# Weather Protection

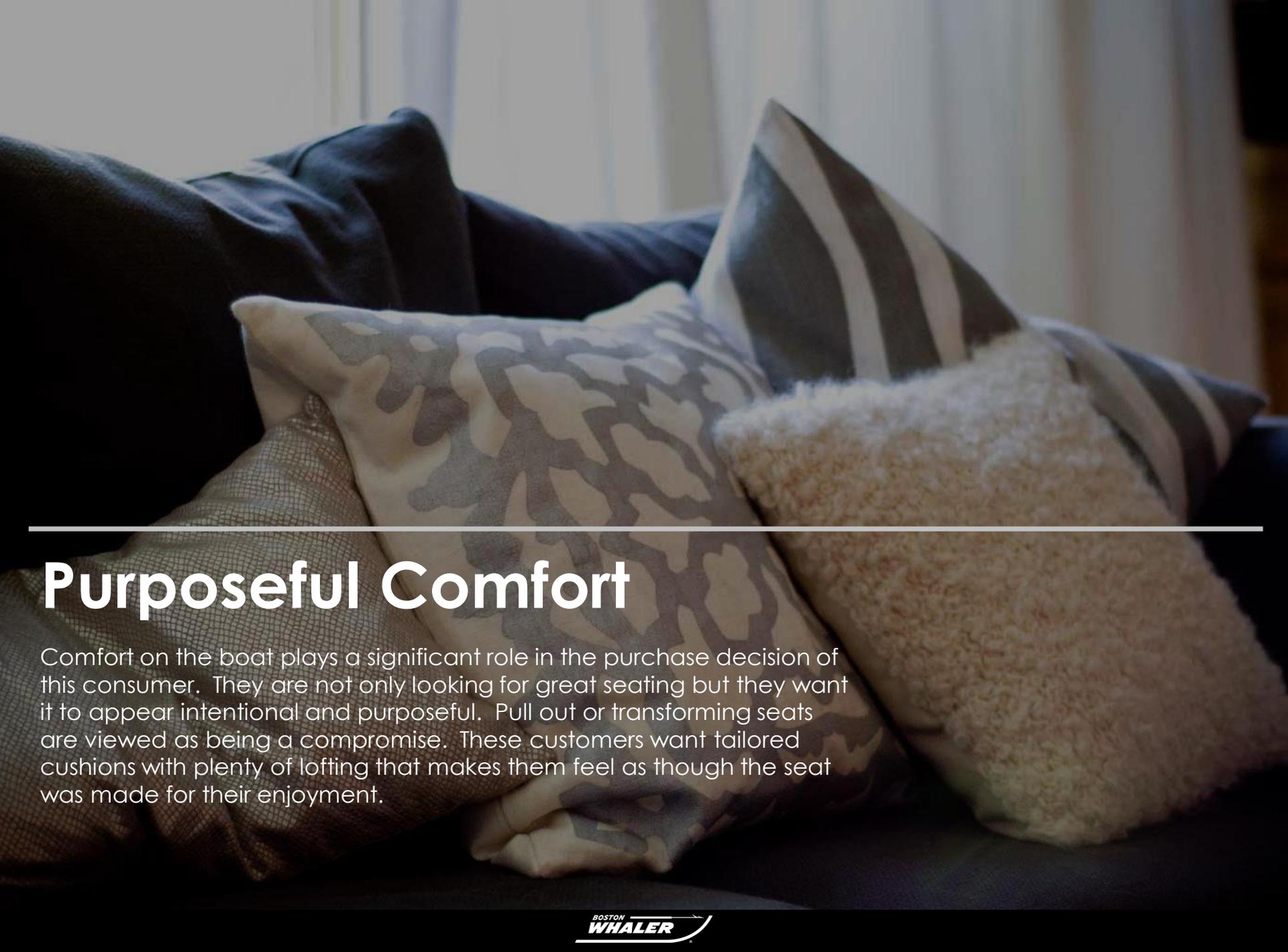
One of the biggest reasons that people buy an express is because it has the ability to provide weather protection. That weather protection is not just limited to the occasional afternoon storm but also protection from the wind and sun. Large hardtops are a must in order to provide the most shade possible. Weather curtains have to be extremely easy to use and be deployed at a moments notice. But when the weather is nice customers still want to have a nice open and airy boat that does not carry the styling baggage of some other craft types.

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# Life Phase

This boat fits a very unique time in ones life, actually twice in their life. These are extremely experienced boaters who know what works for them and what doesn't. They have had other craft types before but when their kids start to get old enough that they are independent they see themselves starting to use their boat for traveling without giving up the activities that they have enjoyed up to this point. Once their kids leave the house they will likely move on to another craft type. But then when they have grandkids they will return hoping to bring the family together while providing great protection and safety.

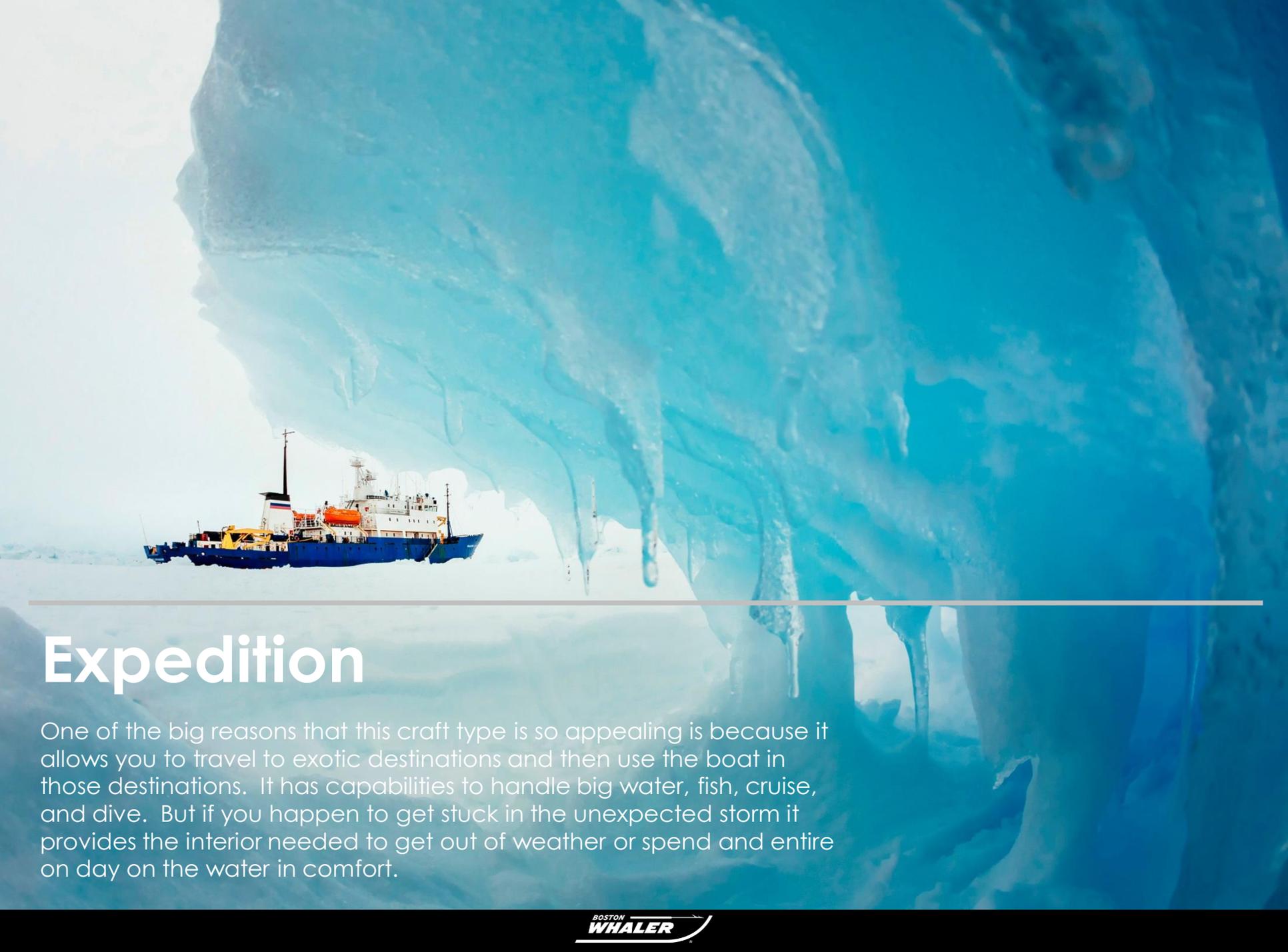




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# Purposeful Comfort

Comfort on the boat plays a significant role in the purchase decision of this consumer. They are not only looking for great seating but they want it to appear intentional and purposeful. Pull out or transforming seats are viewed as being a compromise. These customers want tailored cushions with plenty of lofting that makes them feel as though the seat was made for their enjoyment.



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# Expedition

One of the big reasons that this craft type is so appealing is because it allows you to travel to exotic destinations and then use the boat in those destinations. It has capabilities to handle big water, fish, cruise, and dive. But if you happen to get stuck in the unexpected storm it provides the interior needed to get out of weather or spend an entire day on the water in comfort.



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# Visual Experience

One of the major flaws of boats currently in this market is visibility from every seated position. People want to experience the sights as they are on the boat. They don't want to be trapped behind some large fiberglass unable to see where they are going or the dolphins jumping next to the boat. This also applies to the helm, many boats position the helm too far aft making it difficult to drive the boat.

# Versatility

These boats are used to fill a variety of needs. In order for the entire family to be part of the experience the boat has to be able to fulfill all of the activities of its users. This includes fishing, cruising, diving, snorkeling, traveling, beaching, and coving. These boats are looked to for their versatility and their ability to provide everything their family needs. The versatility aspects can also apply to many of the other insights including weather protection and comfort.



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# Style

Unlike many of our other boats style play a much more significant role in the purchase decision of these boats. People are looking for the sleek and sexy lines of a center console with the functionality of other craft types. If it were just function driven they would probably choose some other boat. Most of the owners are image conscious and want to be noticed on the water. However, this doesn't mean that they want to be over the top, they still want class.

# Alternative Sources of Volume



## Cruisers

With the decline of Cruisers, Cruiser customers are looking for new types of boats that better fit their needs. The Express family is perfectly aligned with those needs and will attract some of those customers.



## Walk Around

The Express family will appeal to some Walk Around customers as they look to down size and move away from some of the interior amenities in favor of more deck space.



## Dual Console

Dual Console customers are currently limited by the size of the current offering. They are also limited by the layout of larger boats. For those who are looking for their next boat the Express family will allow them to keep everything they had in their dual console with more amenities on the interior for longer trips.

# Boat type as an expression of range and time

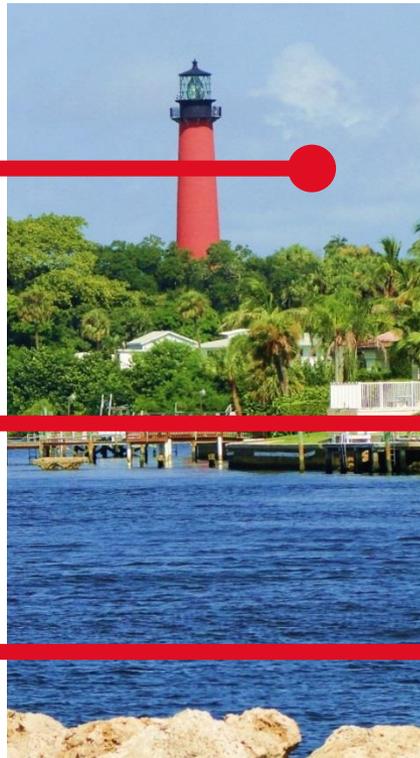
Key differences in each product can be noticed when we look at how the boats are used and for how long. Based on how each customer uses their boat we can begin to differentiate each product family.

Day

Weekend

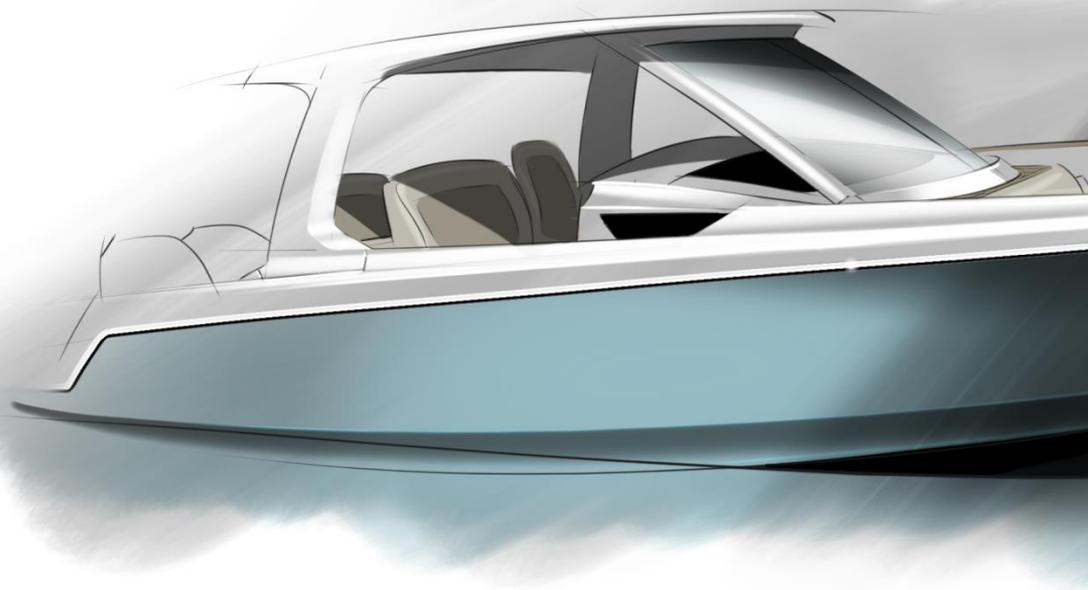
Week

Vantage



Realm

Conquest



Sophistication with class.



Expedition grade.



Purposeful comfort.



2017 Express





## Specifications

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LOA:	38' 0"
Beam:	11' 8"
Deadrise:	23 Deg
Fuel:	450 Gal
Weight:	22100 lbs (with engines, fuel, and water)





- Bow lounge
- Bow Pockets with cup holders
- Insulated cooler
- Full windshield with walk through door
- Wind break door that nests to windshield
- Optional sun shade
- Optional table
- Optional sun pad filler





- Spacious dash
- Versatile seating for six
- Footrests at all seated positions
- Prep center with grill, refrigerator, and storage
- Optional premium stereo
- Optional livewell





- Massive refrigerated cooler
- Mezzanine seating
- Vantage style stern seat
- Teak boarding steps
- Dive door
- Cockpit sun shade
- Optional cockpit tables





- Enclosed head
- Hanging locker
- Microwave
- Efficiency galley with refrigerator and sink
- Opening portlights
- Entertainment cabinet
- Table
- Convertible berth





## Notable Features

- Full windshield with walk through
- Versatile helm deck seating
- Refrigerated cooler
- Mid ship interior to maximize space
- Bow lounge
- Aft facing mezzanine seating
- Prep Area with Grill
- Port side dive door
- Vantage stern seat
- Variable running surface



## Notable Options

- Seakeeper
- Full side glass
- Upper station
- Sun shades
- Livewell
- Rod holder delete
- Bow rails

