



## **420 OUTRAGE ANNIVERSARY EDITION**

Webinar #1 – Launch Review

# New: 420 Outrage Anniversary Edition

2022 Model Year

## *420 Outrage*

ANNIVERSARY EDITION



| 2

# AGENDA



## Sales Training

Introduction

Competitive Landscape

Primary Usage

Notable Features

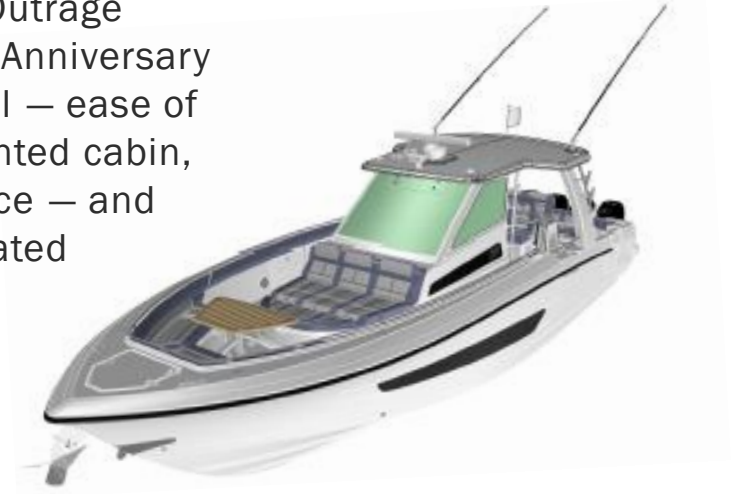
Bow to Stern Callouts

# Introduction

## Key Messaging

When Boston Whaler's flagship, the 420 Outrage, debuted in 2014, it heralded a new level of sophistication and ingenuity for the brand. At 42 feet, Whaler's largest model offered incredible comfort and capability in a brawny yet gracious center console cruiser. It also upheld the long-running tradition of exceptional boats bearing the "Outrage" name.

Now, just in time for the 50<sup>th</sup> anniversary of the first-ever Outrage model, a new edition of 420 has arrived. The 420 Outrage Anniversary Edition combines everything boaters love about the original – ease of use, expansive seating and gathering spaces, a well-appointed cabin, purposeful amenities, great fishability, flawless performance – and builds on these aspects with cutting-edge technology, updated styling and more customizability than ever.



# Introduction

## Value Proposition

A next-generation offshore cruiser with modern styling, enhanced comfort, superior ride quality and fishability, and exciting new technologies available throughout.



# Introduction

## Key Descriptors

Next Evolution

Luxury

Comfortable

Graceful

Spacious

Cutting-Edge

Capable

Powerful

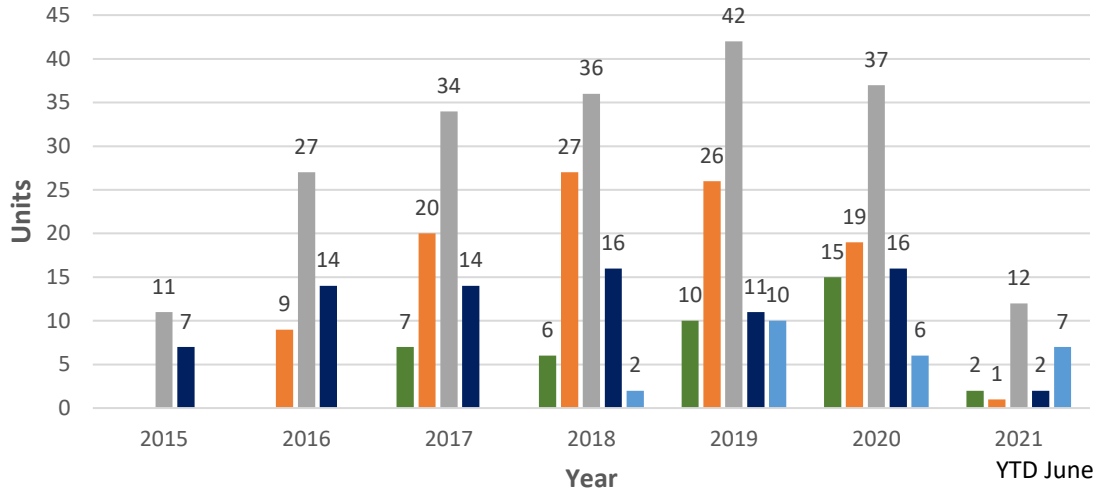
Performance

Customizable

Sophisticated Simplicity

# 40'-46' Outboard Fiberglass Premium Competitive Landscape

## Retail Sales Performance



Azimut Verve-Verve 40

Pursuit-408 Sport

Boston Whaler-420 Outrage

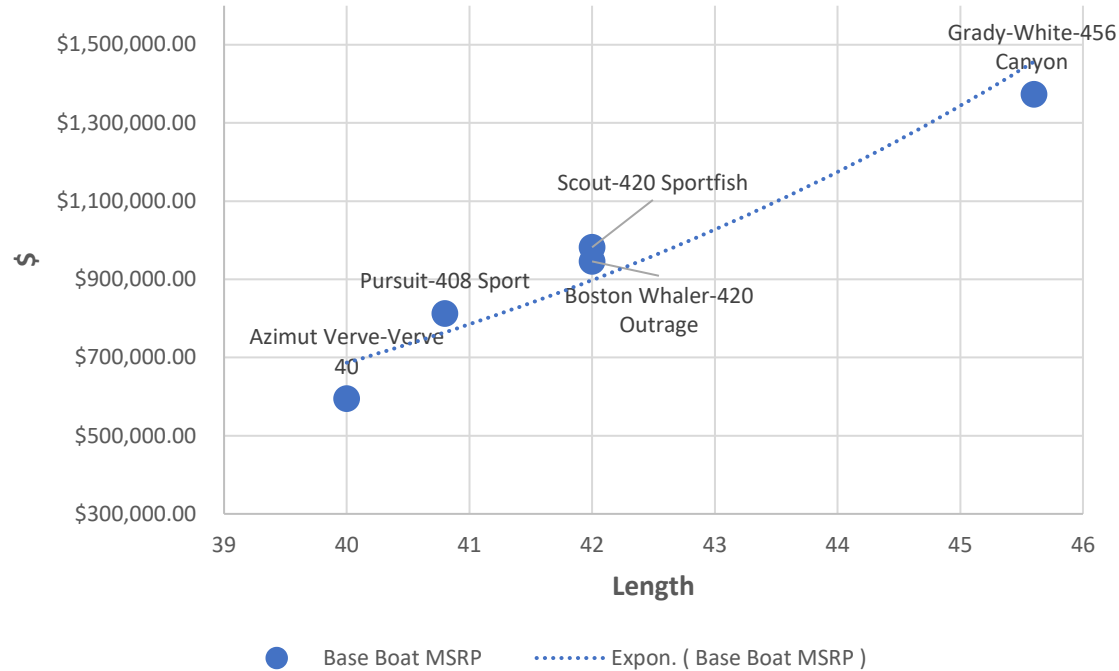
Scout-420 Sportfish

Grady-White-456 Canyon

**420OR has been the top performer among the premium competitors in the market**



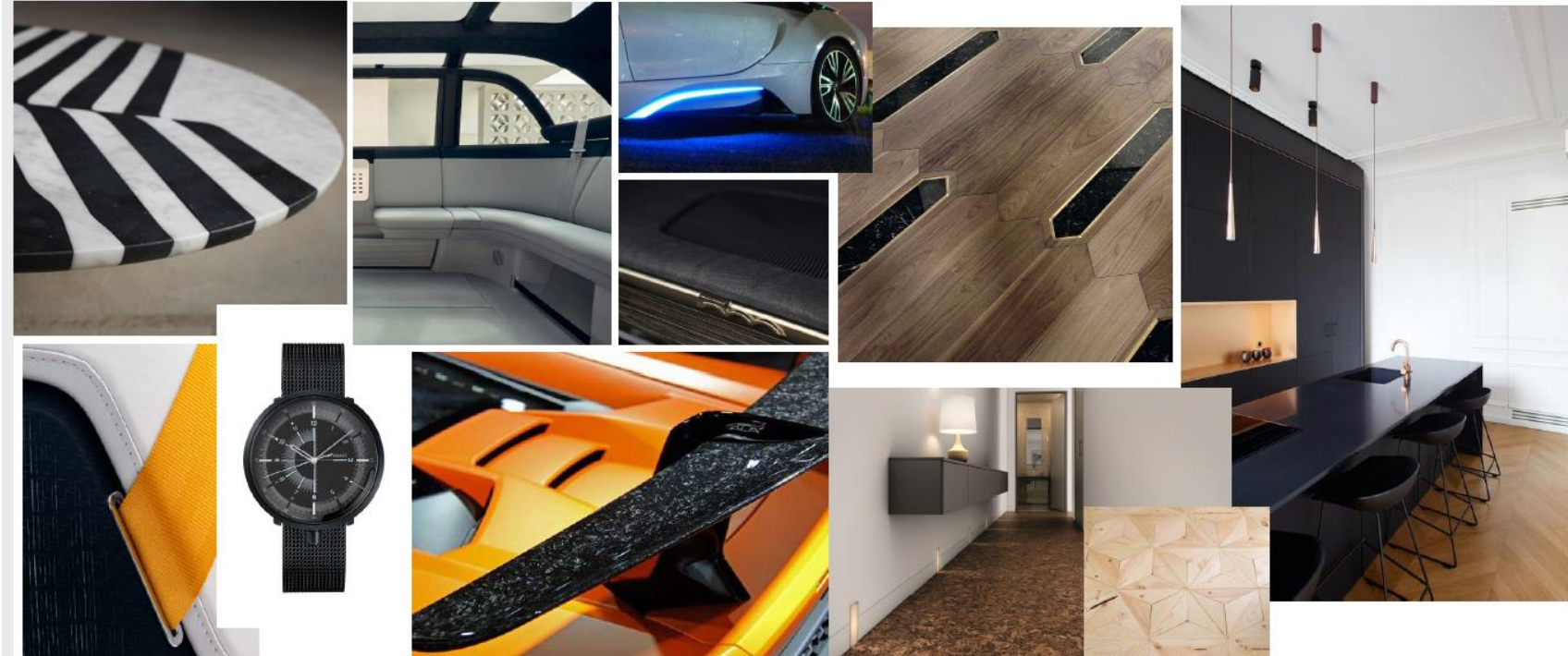
# 40'-46' Outboard Fiberglass Premium Competitive Landscape



**420OR is competitively priced within its length category**

# Inspiration

New Materials / Non-traditional Pairings & Material Breaks / Color Blocking / Contrast



# Anniversary Edition Features

**Revolutionary Propulsion** – The new 420 Outrage is available with the world’s first V12 outboard engine. Triple 600-hp V12 Mercury Verados will deliver breathtaking performance, effortless handling and unmatched fuel efficiency.

**Increased Fuel Capacity** – With 700 gallons of fuel capacity, the 420 Outrage lets you to travel significantly longer distances before having to stop and refuel.

**Painted Engines** – Engines can now be color-coordinated with the boat’s hull.

**FROSTBOX Refrigeration System** – New FROSTBOX options ideal for keeping catches fresh or beverages cool, even during the hottest months.

**Teak Accent Package** – Bow cupholder accents, console accents, 2<sup>nd</sup> row seating footrest, 2<sup>nd</sup> row seating, helm seating, under gunwale rod storage shelf, toe rail & downriggers ball holder.

**Upgraded Exterior Upholstery – Sea Grey** – The 420’s upholstery has been updated with a more modern, sculptural style that includes textured ridges and stitching.

**Upgraded Interior Upholstery & Finishing’s – Dusk** - Upholstery colors, countertops and flooring choices are also available for the galley and cabin.

**Black Frame Package** – An elegant choice that lends the boat a sleeker profile. This option includes frame, port and starboard helm deck grab rail, and overhead storage (underneath the hardtop).

**Gelcoat Hardtop Bottom** – Color will match hull side paint selection.

**Seakeeper Gyro Stabilization** – Designed to prevent rocking and rolling motions, virtually eliminating seasickness.

# About the Options Available

## Ordering the Anniversary Package

- You will find a selectable option called "Anniversary Package" on the price list / Compass which will automatically group the items making up the option.
- Remember that you can select additional items and are not limited to Anniversary Package items
- Items cannot be deleted from the Anniversary Package
- Customers who order the 420 Outrage Anniversary Edition will also receive an exclusive gift package with their purchase, including a letter of authenticity, an exclusive piece of unreleased photo art of the Outrage, Anniversary Edition merchandise, a custom Helm Pad, and a limited release coffee table book showcasing the history of the Outrage family, featuring the Anniversary Edition

# Inspiration for Exterior Seating

Functional Luxury / Elevated Utility / Depth & Layering / Sophisticated Details



# Fabric & Finishes

## Sea (Gray) Exterior Upholstery Package

- Includes all exterior upholstery (based on option selection), console dash and 2nd row bench backrest grey gel coat
- Contrasting Grey tone fabric with detailed stitching pattern
- Cool Touch material – lowers temperature



# Helm Console

## New Mercury Controls

- Integrate single point start/stop
- One Lever, Transfer, Throttle and Auto Engine Trim incorporated into Control Body
- Teak accents throughout the area



# Helm Deck Seating



# Cockpit

- Industry leading cockpit layout
- Teak enhancements | under gunnel rod storage
  - Note: Teak Accent Package drives the cockpit tables to a high gloss finish
- Thoughtful table storage in the mechanical area



# Look, Tone and Feel

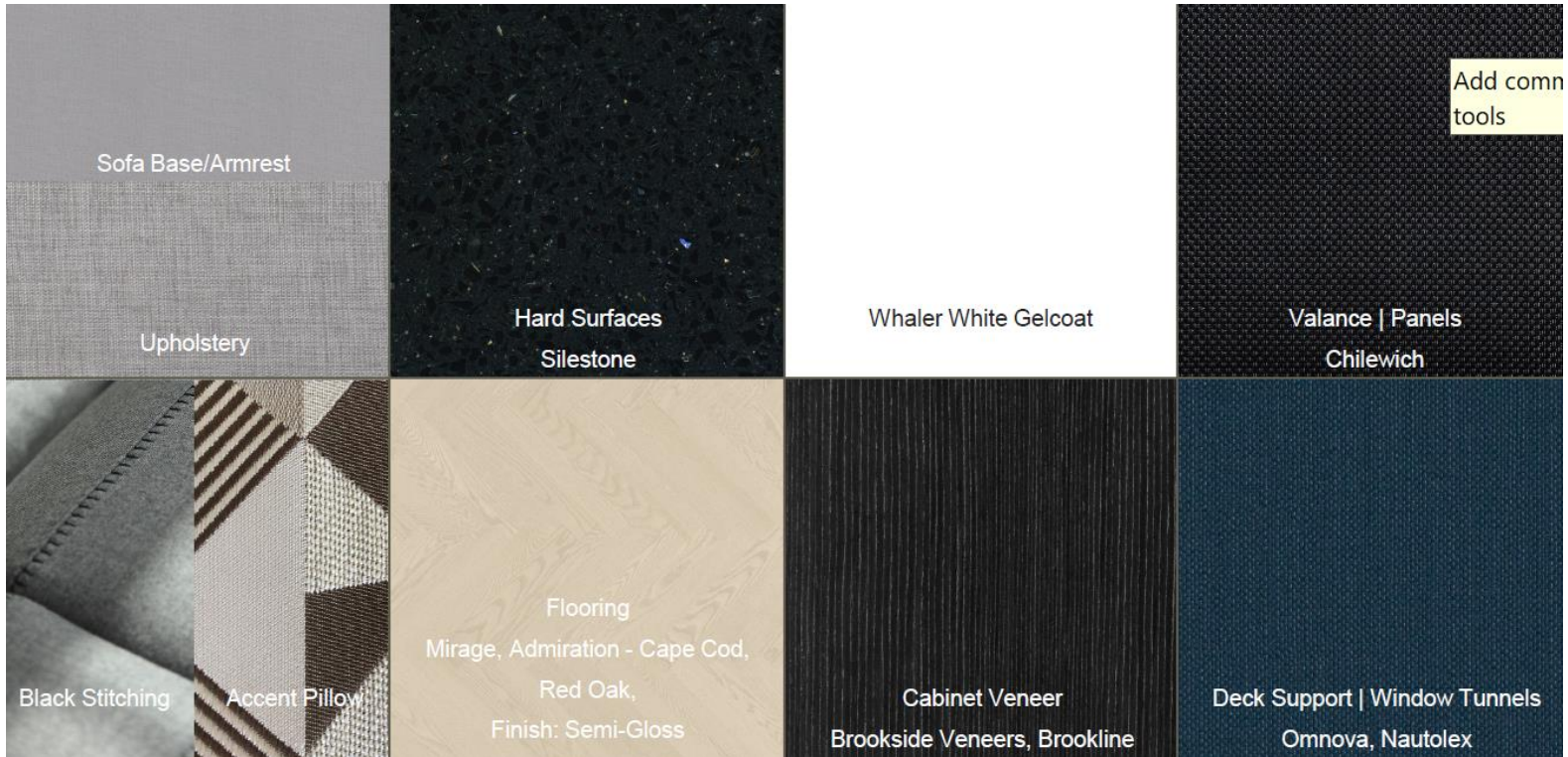
## Dark Wood & Color Coordinated Countertop



- New interior design trends are using darker colors in small places to make them feel larger and more dramatic
- Elsewhere, design takes a monochromatic approach so there isn't any visual complexity or overstimulation
- Brass and/or metal accents will add balance to the overall design



# Inspiration for Interior Cabin | “Dusk” Material Details



# Cabin

- New interior design trends are using darker colors in small spaces to make them feel larger and more dramatic
- Elsewhere, things are monochromatic, so they don't add visual complexity or overstimulate
- Metallic accents adds balance



# Weather Curtain

- The black weather curtain set is in the envelope of the color pallet
- User-friendly installation
- Convenient storage on the underside of the hardtop –storage bag is color coordinated



## 420 Outrage GUI Refresh | Navel Chart – Background Theme



- Darker colors are easier on the eyes at night and in the sunlight
- Repeating “. . \_” is morse code for U, representing the “Unsinkable Legend”

# Graphical User Interface



# Optional: Upper Station

- Sea Gray Upholstery
- Gray steering pod
- Helm seating (3x)
- Forward lounge
- Optional electronics
- Tournament outriggers
- Rod holders (5x)



# Engines

- Mercury Triple V12 Verado 600hp Engines
- Optional or included in Anniversary Edition package
- Matching engine cowling and hull side color options
- Revolutionary advancements in handling and control
- First steerable gearcase and an industry-first two-speed transmission
- Quiet, smooth and refined



# Performance

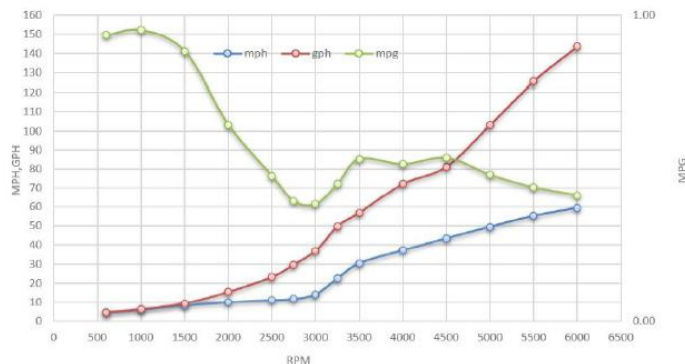
## Engine Data

MODEL	420 Outrage
HULL #	USBWCE1147J021
ENGINE	Triple Mercury 600 Verado V12
HORSEPOWER	1800
GEAR RATIOS	2.50:1
PROP	31P,29P,31P Verado 12
FUEL CAPACITY	700 gal.

Notable Options: Joystick Piloting, Full Side Glass, Teak DEtail Canvas Package, Gyro, Diesel Generator, Radar, 16" Electronics, Upper Station with Outriggers and Joystick Piloting, Bow Sunshade

	Speed			Fuel Consumption			
	RPM	mph	knots	gph	mpg	nmpg	range (mi)
Idle	600	4.3	3.7	4.6	0.93	0.81	588
	1000	5.9	5.1	6.2	0.95	0.83	599
	1500	8.3	7.2	9.4	0.88	0.77	556
	2000	9.9	8.6	15.4	0.64	0.56	406
	2500	11.1	9.6	23.2	0.48	0.41	300
	2750	11.7	10.1	29.7	0.39	0.64	248
	3000	14.2	12.3	36.9	0.38	0.33	242
	3250	22.5	19.5	49.9	0.45	0.39	284
	3500	30.3	26.3	56.9	0.53	0.46	336
	4000	37.2	32.3	72.1	0.52	0.45	325
	4500	43.6	37.8	81.2	0.54	0.47	338
	5000	49.6	43.0	103.2	0.48	0.42	303
	5500	55.2	47.9	125.6	0.44	0.38	277
WOT	6000	59.4	51.5	143.6	0.41	0.36	260

Acceleration: Time to plane 7.6 secs | Idle - 30 mph - 8.9 secs



## WEIGHT SUMMARY

DRY WEIGHT	27,242 lbs
FUEL	508 gal.
WATER	30 gal.
TEST GEAR	25 lbs
PERSONNEL	365 lbs
TEST WEIGHT	31,007 lbs
WATER CONDITIONS	81° F
WEATHER CONDITIONS	70° F



## Key Takeaways

1

Anniversary Edition includes a standard package of exciting new options

2

Cutting-edge Mercury propulsion options available with greater fuel & diesel capacity for longer trips

3

Black hardtop frame and color-coordinated hull and engines for a sleek, head-turning look

4

Upgraded upholstery with modern colors & styling now standard on all MY22 420 Outrages

5

Boat is well-equipped for both elegant entertaining and serious offshore fishing



A man and a woman are shown from the chest up, sitting in the driver's seat of a boat. The man, on the left, is wearing a red long-sleeved shirt and has his hands on the steering wheel. The woman, on the right, is wearing a white, textured, short-sleeved top. Both are smiling and looking out at the water. The background shows a clear blue sky and a distant shoreline with palm trees. The boat's dashboard and steering wheel are visible in the foreground.

**DEALER ASSETS**

# DEALER ASSETS

Available 8/12



6 Social Media Images

**[Sample Post 1]**  
Meet the sophisticated new boat that's 50 years in the making: The 420 Outrage Anniversary Edition from Boston Whaler. It's everything you know and love about the flagship model, updated for the next generation. Learn more at <https://www.bostonwhaler.com/marketing/420-outrage-anniversary-edition-media.html>.

**[Sample Post 2]**  
More power. More capability. More style. The new 420 Outrage Anniversary Edition from Boston Whaler has arrived, and it's packed with more of everything you love about the Outrage. Step aboard at <https://www.bostonwhaler.com/marketing/420-outrage-anniversary-edition-media.html>.

**[Sample Post 3]**  
Have you checked out the new 420 Outrage Anniversary Edition? This powerful offshore cruiser marks Boston Whaler's next evolution in design, technology, comfort and style. Get all the details at <https://www.bostonwhaler.com/marketing/420-outrage-anniversary-edition-media.html>.

3 Social Media Post Copy

<b>PROJECT LEAD</b>	The Anniversary Edition is here
<b>PROBLEMS</b>	Over your 50-year career as the #1 marine legacy
<b>BODY</b>	A NEW MILESTONE
	The 420 Outrage Anniversary Edition has arrived. Here is your opportunity to see the pleasure of 50 years of reinvention.
	<b>ANNIVERSARY EDITION PACKAGE HIGHLIGHTS</b>
	• Revolutionary V12 engine propulsion
	• FACTORY-TESTED technology
	• Superior reliability and custom finishes throughout
	• Increased fuel and sleep capacity
<b>CONCLUSION</b>	BUILD YOURS

2 Email Header Images + Email Copy



5 Feature Images

**FAQ SHEET**

**INTRODUCTION**  
When Boston Whaler's iconic Anniversary Edition was first introduced in 2014, it was a game-changer for the boating industry. Now, 50 years after its debut, the 420 Outrage Anniversary Edition is back, and it's better than ever.

**PRICING**  
This series is set up as (MSRP) with a port number, and has been added to the price sheet and can be found on the 420 Outrage Anniversary Edition page on our website.

**WEBSITE**  
The Anniversary Edition will still have its own model page on bostonwhaler.com. Instead, a link to the 420 Outrage Anniversary Edition will be added to the 420 Outrage model page, providing information about the Anniversary Edition through the Boat & Boat section, the 420 Outrage will already link to the "420 Outrage Anniversary Edition" page on our website.

**LEAD**  
Leads will come from 420 Outrage leads. There will be no indication of the lead being for the Anniversary Edition and also combined with the website.

**PERFORMANCE DATA**  
420 Outrage Performance Data is now available for the 420 with this Anniversary Edition's triple outboard package.

**GALLERY**  
Now for the 420 Outrage Anniversary Edition, please view **NEW MEDIA**

**LEASING ACTIVITIES**

**LEASING**

- Triple Outboard (Triple Outboard)
- Fuel Tank
- Double Air
- Fuel Tank
- Double Air
- Fuel Tank
- Double Air
- Fuel Tank
- Double Air

**420 Outrage ANNIVERSARY EDITION**

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[www.bostonwhaler.com](http://www.bostonwhaler.com)

FAQ Sheets

**420 OUTRAGE ANNIVERSARY EDITION**

**MODEL RESOURCES**

- 420 Outrage Image Library
- 420 Outrage Performance Data

**MODEL ASSETS**

- 420 Outrage Anniversary Edition
- 420 Outrage Anniversary Edition
- 420 Outrage Anniversary Edition
- 420 Outrage Anniversary Edition

DAL Assets

**420 OUTRAGE ANNIVERSARY EDITION**

**SPECIFICATIONS**

Length	37'0"
Beam	11'0"
Weight	12,000 lbs
Max Fuel Capacity	100 gal
Max Sleep Capacity	10
Max Horsepower	300 HP
Max Speed	35 mph
Max Range	1000 miles
Max Load Capacity	1000 lbs
Max Wind Speed	20 mph
Max Wave Height	3 feet
Max Current	10 mph
Max Tide	10 feet
Max Rain	10 inches
Max Snow	10 inches
Max Ice	10 inches
Max Wind Gust	20 mph
Max Wave Period	10 seconds
Max Current	10 mph
Max Tide	10 feet
Max Rain	10 inches
Max Snow	10 inches
Max Ice	10 inches

**STANDARD EQUIPMENT**

- 600 V12 D/F3 Triple White Mercury Verado
- FourStrokes with Joytek Pilotage, Outboard docking system with Joytek electronic steering, 80/80/80 triple outboard and functionality. (Optimistic or other stand-alone optional autopilot not permitted with Joytek Pilotage), Solerloop Gyro Stabilization System, PROTRON Refrigeration Chiller System (port and starboard 120V 60Hz), Sea Gray Exterior Upholstery, Dual Interior Upholstery & Finishing, Teak Accent Package (helm deck accents, 2nd row seating footrest, helm seating, under cover rod storage shelf, toe rail & bow capholder accents and downriggers ball holder), Black Hardtop Frame Package (twinny port & starboard deck grab rail, handrop ladder bars & overhead storage under-north the hardtop, canvas enclosure based on selected option), Anniversary Edition custom helm pad, Diamond engines, Half-paint color, Under Hardtop Colorant Color

Spec Sheet

**A LEGACY EVOLVED.**

When Boston Whaler's flagship 420 Outrage debuted in 2014, it heralded a new level of sophistication and ingenuity for the brand. At 42 feet, Whaler's largest model offered incredible comfort and capability in a 40-horsepower jet engine center console cruiser. It also upheld the long-running tradition of exceptional boats bearing the "Outrage" name.

Now, 50 years after model has arrived, legacy of these better boaters - incredible appointed cabin, gear and built-in storage more customizability.

**420 OUTRAGE ANNIVERSARY EDITION LAUNCH VIDEO**

[CLICK HERE TO VIEW THE 420 OUTRAGE ANNIVERSARY EDITION LAUNCH VIDEO](#)

**420 OUTRAGE ANNIVERSARY EDITION**

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