

NEWS RELEASE

Chicagoland In-Water Boat Show

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FORMULA BOATS EXHIBIT SLATED FOR MICHIGAN CITY

Indiana's most famous boatbuilder, Formula Thunderbird in Decatur, will join other top exhibitors from the tristate region at the 2017 Progressive Chicagoland In-Water Boat Show at Michigan City, Aug. 11-14.

Marking Thunderbird's 60th anniversary in the production of fiberglass powerboats this year, the boat show display will include 8 models ranging from 28 to 41 feet including the first showing of some new models for 2017.

"We recognize the value of being at the only in-water show in the region," says Formula's Pete Braun. "We're proud to display our latest products alongside the other top brands in the industry, and we let our styling and advanced engineering speak for itself."

A pair of new Formula Performance Cruisers, the 37PC and the 31PC, will be unveiled to show goer's. Unique to Formula, these PC's reflect Formula's industry-leading concept of allowing buyers to individualize their boats by selecting everything from interior options to exterior accent colors.

The PC's will be accompanied by the new Formula 330 Crossover Bowrider, a unique design in bowrider boats that incorporates an overnight cabin feature. In addition, the smaller 2017 Formula 27 Bowrider will join the rest of the boats in the Formula display.

A family-owned and operated company, its history reflects the constant evolution of forward-looking products such as the FAS³TECH® hull, trendsetting Super Sports and Sun Sports, and also in luxurious Performance Cruiser models.

Show hours will be: Thursday and Friday (Aug. 11-12) 12 Noon to 8:00PM; Saturday (Aug. 13) 11:00AM to 8:00PM; Sunday (Aug. 14) 11:00AM to 6:00PM. Admission: \$12 Adults; Seniors 60+ \$8.00; Children 12 and under free; Discount \$2 off Adult with online purchase.

For latest show information, go to: www.michigancityboatshow.com