



SCARAB

the story of Scarab.
a perspective from engineering and design.



SCARAB

a brief history.

Sporty, racy, speed, edgy are all words that described the Scarabs of the past. Which is why this name just seemed right for a jet boat line. We brought the key elements you love from the Scarabs and designed them into a modern package using today's jet technology and design trends. The result . . . an exciting new boat that will make you smile and keep smiling every time you're on the water.





make your heart beat.

From bold colors to eye catching graphics, new windshield technology and detailed upholstery. This boat is for the guy (or gal) who wants to be BOLD! The Scarab line has been designed with passion. Because we love what we do, we're sure you're going to love this new boat also ... it will make your heart beat.





mr rock.

This customer can be described as the Enthusiast. The person who puts them self first, is thrill seeking, and is looking for a boat to enjoy time alone. They enjoy a variety of land and water sports from off roading to riding motorcycles and all the latest trends in water sports. Dedication defines them, dedication to be the first to get on the lake in the morning, to break waves and set records.

- Enthusiast
- Extreme sports
- Thrill seeker
- Wants to be noticed on the water
- Bold & flashy



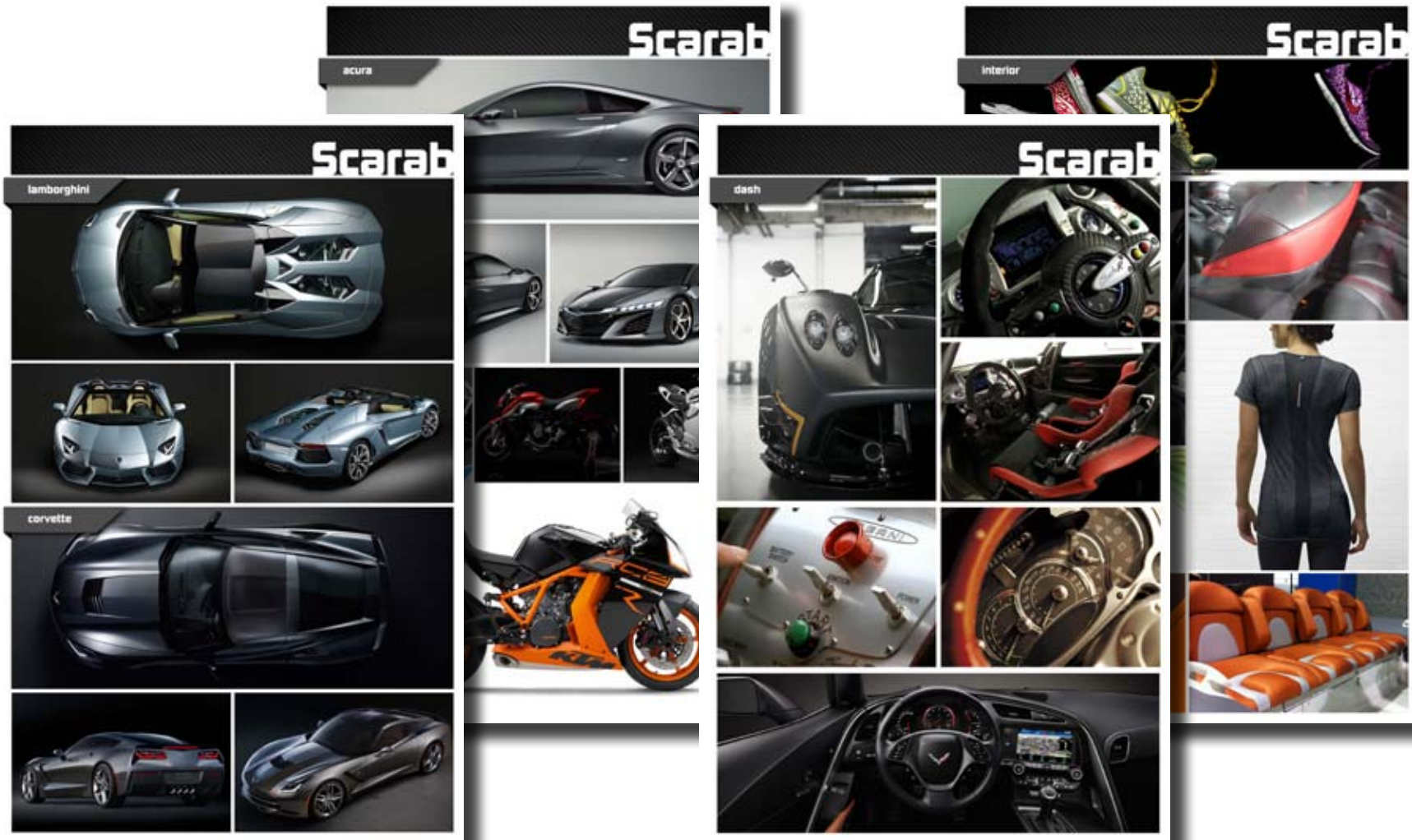


mr smith.

Everyone has a little 'rock' in them. This customer is the family guy. The person who puts their family first, and is looking for safety and ease of use in a boat. To them it is a means to connects with their family and the water. They feel more comfortable with a safer purchase, neutral colors and limited graphics, but with Scarab they still feel like they have satisfied their inner 'rock'.

- ▶ Average family
- ▶ Looking for a way to connect with their kids & the water
- ▶ Values safety & ease of use



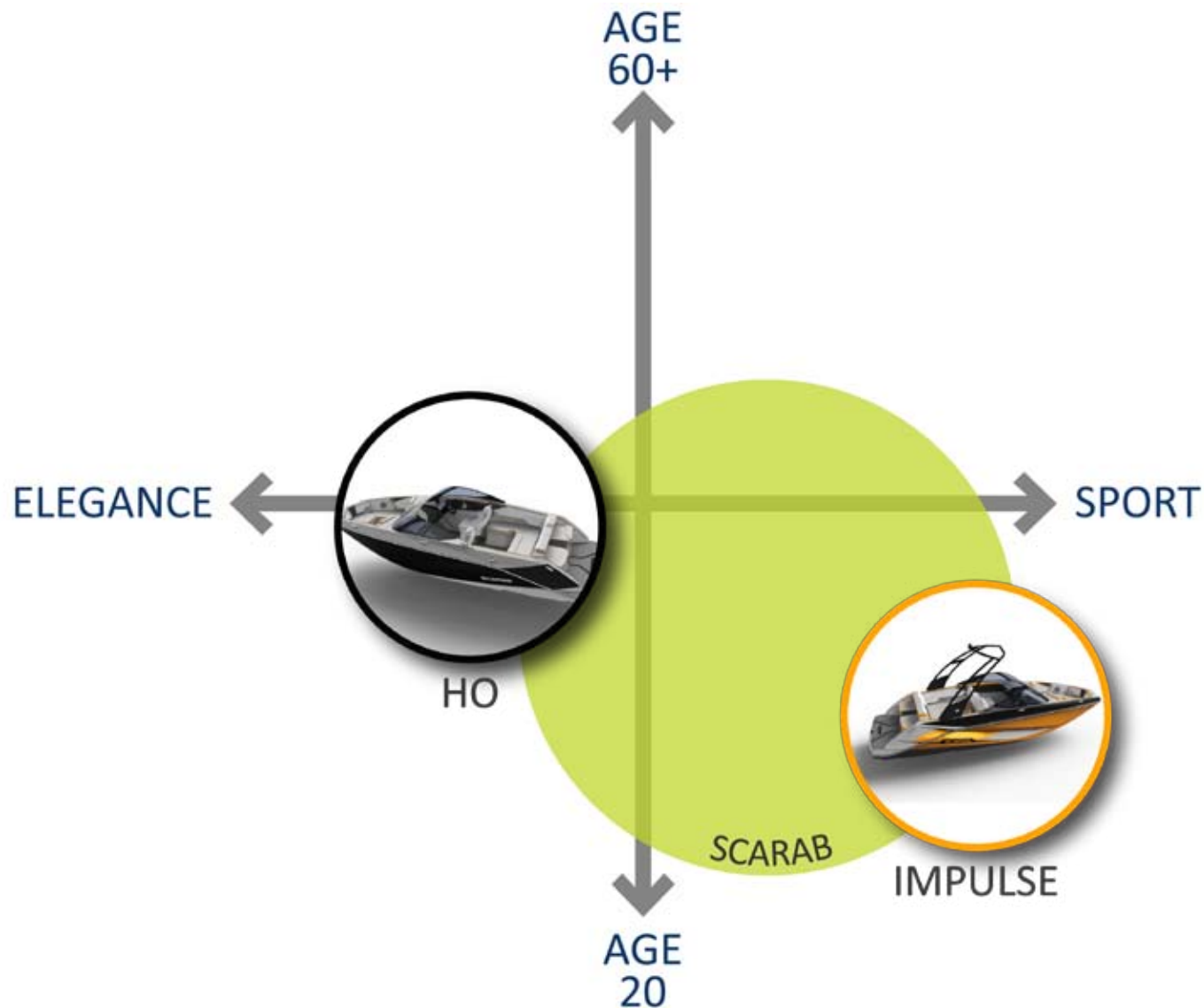


inspiration.

In order to reach our target market we started by studying trends in automobiles, motorcycles, dashes, sporting good and high performance athletic wear. These trends have influenced the design from the exterior style to the upholstery design, material selection and color placement.

- Crisp lines mixed with curves
- Modern
- Technical





brand positioning.

Designed for a younger market and the young at heart. The Scarab brand is targeted towards the millennials. As the core boating market is aging we need to look towards a new generation. The millennial generation (born from the early 1980's - early 2000's) is just as big as the baby boomers. As this group begins to reach the age of boat buying they are looking for something unique and "not their parent's boat".* Although they may not be ready to buy a boat just yet, they are influencing their parent's decisions now. The boat may be purchased by the baby boomer generation, but it will be the millennials using it.

*Source Trade Only





195 standard.

The Scarab 195 has a sleek profile and modern style. Angular lines draw your eyes around the boat as the crisp sheer line drops dramatically to the swim platform. The downward lines from aft to bow show a sense of speed and aggressiveness. The standard boat is available in two color options, one interior color, and a 200 HP Rotax engine.

- ▶ Two exterior color choices - black or blue
- ▶ One interior color
- ▶ 200 HP Rotax engine





195 HO.

The Scarab 195 HO is similar to the standard boat with an upgraded engine and upgraded features such as stainless steel cup holders and grab handles, pull-up cleats, a stereo remote at the helm, snap-in carpet and flip-up bolster seats.

- ▶ Two exterior color choices - black or blue
- ▶ One interior color
- ▶ 250 HP Rotax engine
- ▶ Many standard upgrades



Impulse

- Energy of a wave
- A wave of excitement
- A sudden spontaneous inclination



195 Impulse.

Bold, aggressive, eye catching. The Scarab Impulse is sure to catch attention and stand out on the water. A bold color scheme with a black hull bottom, colorful hull sides, custom graphics and black on the deck makes this boat unique. The name Impulse comes from the energy of a wave which is represented in the graphics.

- ▶ Three exterior color choices
- ▶ Color matched interior
- ▶ 250 HP Rotax engine
- ▶ Custom graphics & color matched logo
- ▶ Tower standard
- ▶ Trailer standard





reality. | From concept to reality, the Scarab looks even better on the water. While driving the boat you will notice a smooth, fun ride as well as the quietest ride of the jet boat market.





make it your own.

To make it your own, the Impulse is available in three exciting colors with color matched graphics, upholstery and logos.

- ▶ Vivid green
- ▶ Sunburst orange
- ▶ Laser red





'smart' mat.

Also available on the Impulse is an optional 'smart' mat. A mildew resistant and water draining floor covering that is extremely comfortable to walk on and great for watersports. Currently used in the ski boat industry, this material is ideal for a boating environment. It is also custom made with a large Scarab beetle and logo in the center.

- ▶ Inspired by the ski boat industry
- ▶ Draining material
- ▶ Mildew resistant
- ▶ Plush and comfortable under feet
- ▶ Large beetle logo



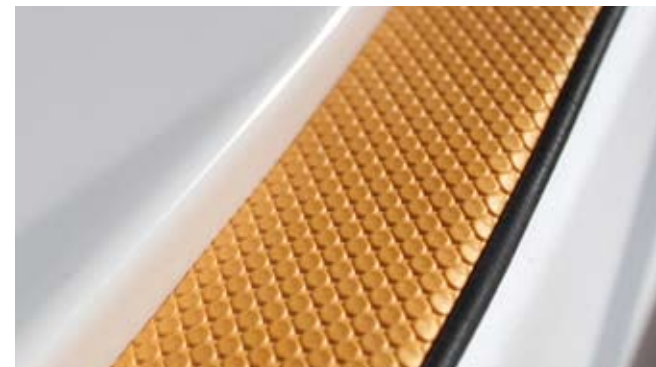


materials Standard & HO.

All new materials were selected for the Scarab brand to give these boats a custom, one-of-a-kind look. The materials follow current market trends inspired by automobiles, sporting goods, and high performance clothing. The way they have been used in the design of the upholstery adds to this look with bold accents of color, contrasting piping, and beveled edges.

- ▶ One color interior
- ▶ Two exterior color choices
- ▶ Base white with a pearl finish
- ▶ Charcoal accents with a brushed texture
- ▶ Neutral color with texture for contrast
- ▶ Black piping highlights key areas of design



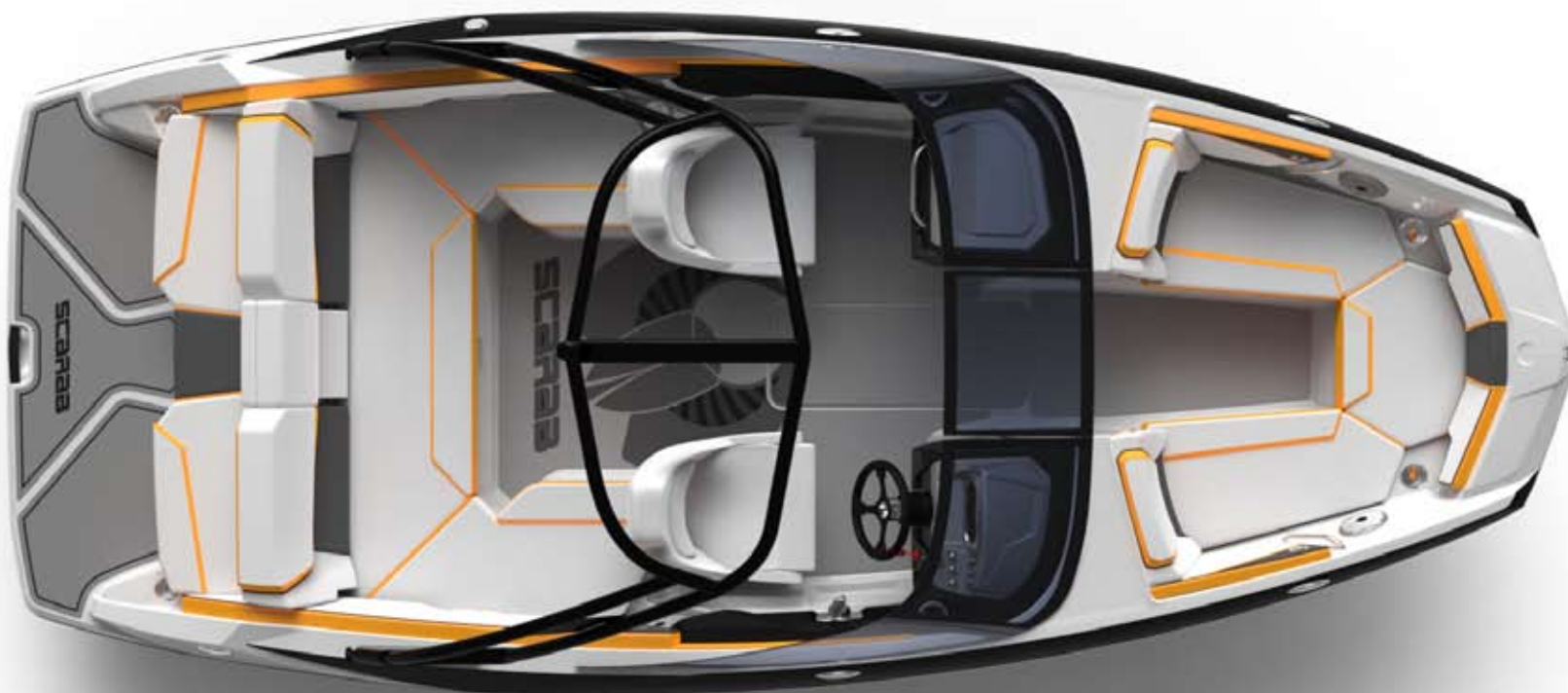


materials Impulse.

To set the Impulse apart from the standard boat a bold material has been selected. This heavy textured vinyl makes a statement and is a signature element in the Impulse. Bringing in bright colors of vivid green, sunburst yellow, and laser red, makes the upholstery design pop and screams for attention.

- ▶ Three color choices
- ▶ Interior color matched to gel coat
- ▶ Bold color & textured vinyl
- ▶ Detailed stitching
- ▶ Chrome logos



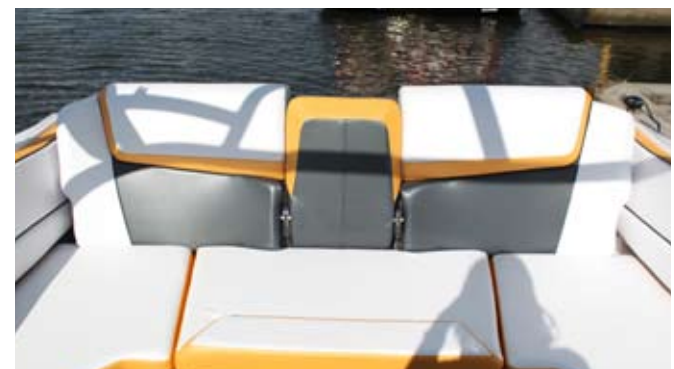


layout.

From the ease of use of the swim platform to the comfort & ergonomics of the bow, the layout of the 195 has been well thought out to get the most out of a 19' boat. The multi-position aft seat gives the ability to have 3 seating configurations. Making this boat the only one available in the jet boat market with a full sunpad.

- ▶ Great ergonomics
- ▶ U-shaped cockpit seating
- ▶ Multi-position aft back rest
- ▶ Two captain's chairs
- ▶ Wide bow with excellent leg room





swim & sun.

On a hot, sunny day on the lake the back of the boat is where you want to be, and the Scarab has been designed with that in mind. The seating converts to an aft facing seat and a full sun pad, providing a comfortable spot to lounge at the sand bar. The swim platform is large and low to the water for easy access to swimming and water sports. A ladder is recessed below the swim platform.

- 3-position seat with center walk-over
- Integrated drink holders
- Large swim platform
- Low profile swim platform
- Custom swim mat available
- Recessed ladder
- Integrated handle



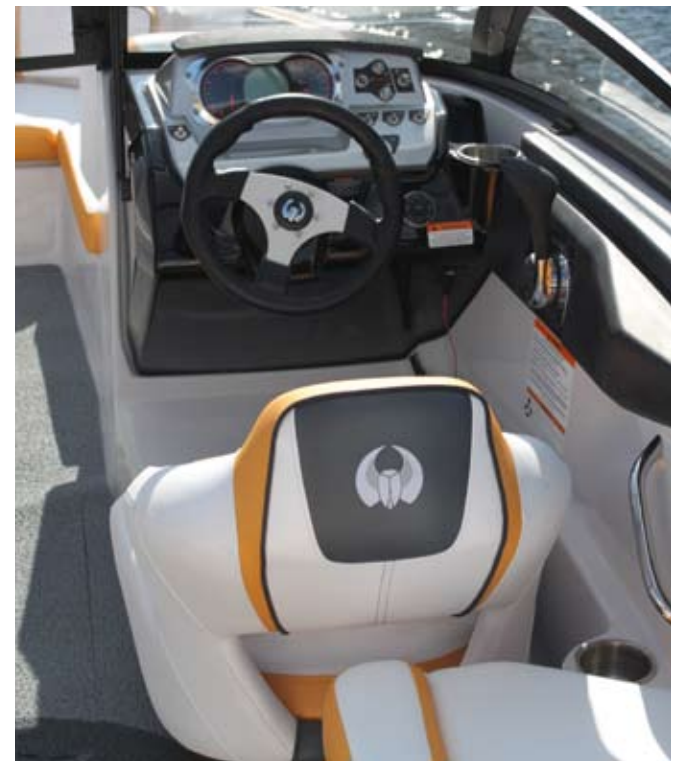


bow design.

This large bow design gives you space to sit two people side by side or multiple people with their legs in the center. The backrests are designed to be form fitting, to 'hug' you into the seat. The side coaming pads and ergonomically placed handles give you support & security on the water.

- ▶ Extra wide bow
- ▶ Form fitting back rests
- ▶ Anchor storage
- ▶ Storage under seats & behind stbd. backrest
- ▶ Bolsters built into seating





dash design.

The dash has everything you need with information easy accessible at your finger tips. The large digital gauge pod includes an easy to read speedometer, tach and a digital display. Contrasting finishes of silver, chrome and black makes the design stand out and the asymmetrical steering wheel give the feel of sitting behind the dash of a sports car.

- ▶ Large speedometer & tachometer
- ▶ Digital gauge pod
- ▶ Full engine data
- ▶ GPS speed
- ▶ Optional digital speed control with cruise, ski, eco, and docking mode





windshield design.

Inspired by automobile industry, this design uses the latest technology in windshield manufacturing. The glass is completely glued to a frame, meaning there no frame visible from the outside on the top, bottom, or connection pieces. This gives the windshield a very sleek look and is a statement design piece of the overall boat.

- ▶ Modern technology
- ▶ Glued glass / minimal frame
- ▶ Automotive inspired
- ▶ Stainless steel trim piece on side wings with designator
- ▶ Full protection





sound system.

The premium sound system of Scarab uses Kicker brand equipment. This technology uses ultra efficient amplifiers developed for the power sports industry. The aggressive design language of Kicker mixed with blue LED backlit speakers and incredible sound makes this one of the best systems on the market.

- ▶ Well known Kicker brand
- ▶ Ultra efficient amplifiers
- ▶ Aggressive design of speakers matches the brand identity of Scarab
- ▶ Blue LED backlit speakers

