

Sea Ray®



# *EXPECT MORE*

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A boat buyer's  
guide by Sea Ray®





Sea Ray®

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Sea Ray®

**07** **Discover Your Boating Style**  
Knowing the basics of boating will unlock ultimate satisfaction on the water.

**Know the Basics**

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On-Water Activities

Where Will You Boat?

When Will You Boat?

How Will You Get There?

**19** **10 Things to Look for in a New Boat**  
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**33** **Why Sea Ray**  
Everything we do is designed to make each moment exceptional.



A close-up photograph of a woman with long brown hair, wearing a black and blue patterned bikini top and a gold earring. She is looking down and to the left. The background is a soft, out-of-focus view of the ocean and sky at sunset or sunrise.

WHETHER  
YOU'RE A  
FIRST-TIME  
OR LONGTIME  
OWNER

*Sea Ray®*

**Shopping for a new boat—**whether you've owned one before or not—requires you to ask a lot of important questions.

If your passions and pursuits continually call you to the water, then this guide is for you.

Let us help you navigate the questions and qualifiers to consider in the search for your perfect boat.





# Discover Your Boating Style

Knowing the basics as well as how and when you'll boat is a prerequisite for ultimate satisfaction.



# BOAT



## SPORT BOATS

Also called runabouts or bowriders

- Pointed bow with seating, deep-V hull
- Towing options for skiing, wake sports and tubing
- Nimble, agile handling

## CABIN CRUISERS

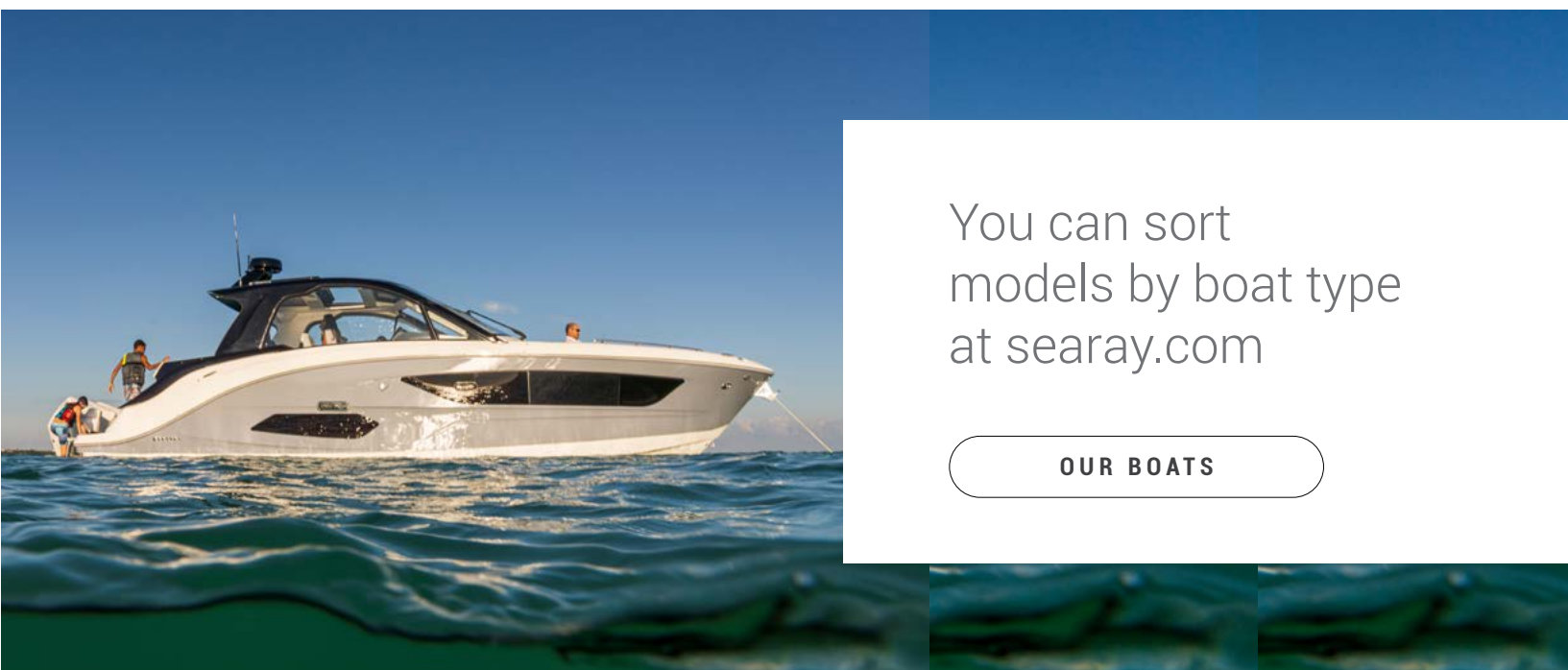
Also called cuddy boats or express cruisers

- Below-deck sleep and living accommodations
- Above-deck galley for food prep and storage
- Larger fuel capacity

## DECK BOATS

Also called day boats

- Broader-shaped bow area
- Highly customizable seating configurations
- Stable, steady handling



You can sort models by boat type at [searay.com](https://searay.com)

OUR BOATS





Know the Basics:

## ON-WATER ACTIVITIES

YOU MIGHT NEED

### OVERNIGHTING

Like an on-water camping trip with varying levels of luxury

- A head system—a discreet bathroom that can come with a sink/faucet and shower
- An anchor or windlass that's suited to your boat—your dealer can help you select one
- Filler cushions, pillows and bedding to convert seating into sleeping accommodations

### WATERSPORTS

Anything from skiing to wake surfing to tubing

- A watersports tower or pylon for attaching lines
- Onboard storage like board racks, hidden cubbies and in-floor compartments
- Propulsion options that optimize engine performance while towing riders behind the boat

### COVING/RAFTING

When two or more boats tie together for open-house socializing

- Extra lines and fenders for tying up your boat to another
- SeaDek and Infinity woven mat flooring options for comfortable footing
- Onboard entertaining features like grills, coolers, refrigerators or sunshades



Read our blog post about head operation and maintenance

HEAD OPERATION



Get Sea Ray's beginner's guide to wake surfing

HOW TO WAKE SURF



Shop our accessories for the boat and beyond

SEA RAY COLLECTION



Know the Basics:

## WHERE WILL YOU BOAT?

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WHY WE ASK

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### FRESHWATER

Includes inland lakes, Great Lakes, rivers and reservoirs

- *Because this category covers a range of ecosystems and geological terrain, freshwater boating destinations tend to have wide variance in regulations and guidelines.*
- *Regardless of where you boat, you should always be aware of local laws before getting underway.*

### SALTWATER

Includes oceans, deltas and coastal estuaries

- *Saltwater environments tend to demand more care and maintenance of your boat and engine components. If your primary destinations are salty or brackish waterways, outboard propulsion may be the way to go for ease of care and service.*
- *Beyond the mechanical considerations, the nature of saltwater environments also demand weather and tide considerations. Review high and low tide times to plan your boating day. Watch the weather forecasts, have an understanding of Coast Guard and agency warning systems, and have a plan for your boat if extreme weather is predicted.*





## SEASONALLY

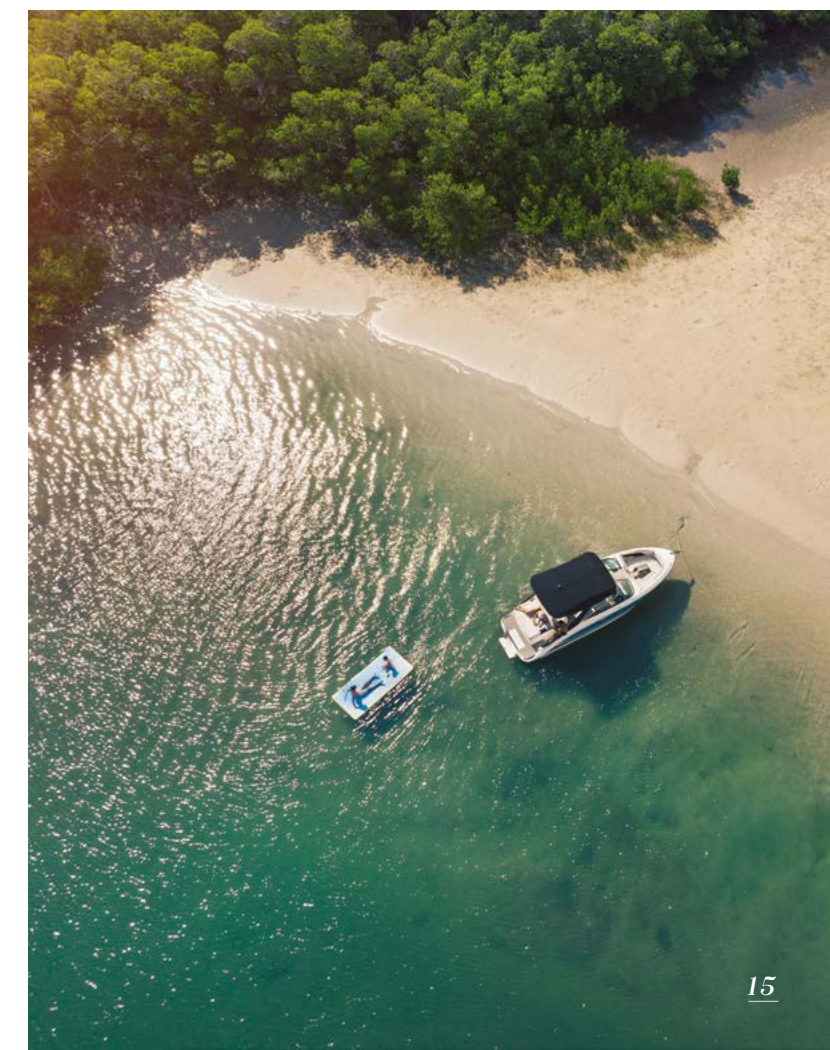
Most of your on-water time is between May and September with peak activity in June, July and August

- A seasonal boating climate might require additional resources for winterization (DIY or service) and storage fees. It helps to have an off-season plan before you purchase to avoid or mitigate surprise expenses.

## YEAR-ROUND

(or semi-year round) Your on-water activity peaks and valleys are based more on local weather patterns than calendar dates

- A year-round boating climate almost certainly means you'll use your boat and its mechanical components regularly.
- Be sure you thoroughly understand the manufacturer's recommended service and parts-replacement schedule, and plan accordingly.





Know the Basics:

## HOW WILL YOU GET THERE?

WHY WE ASK

### TRAILER

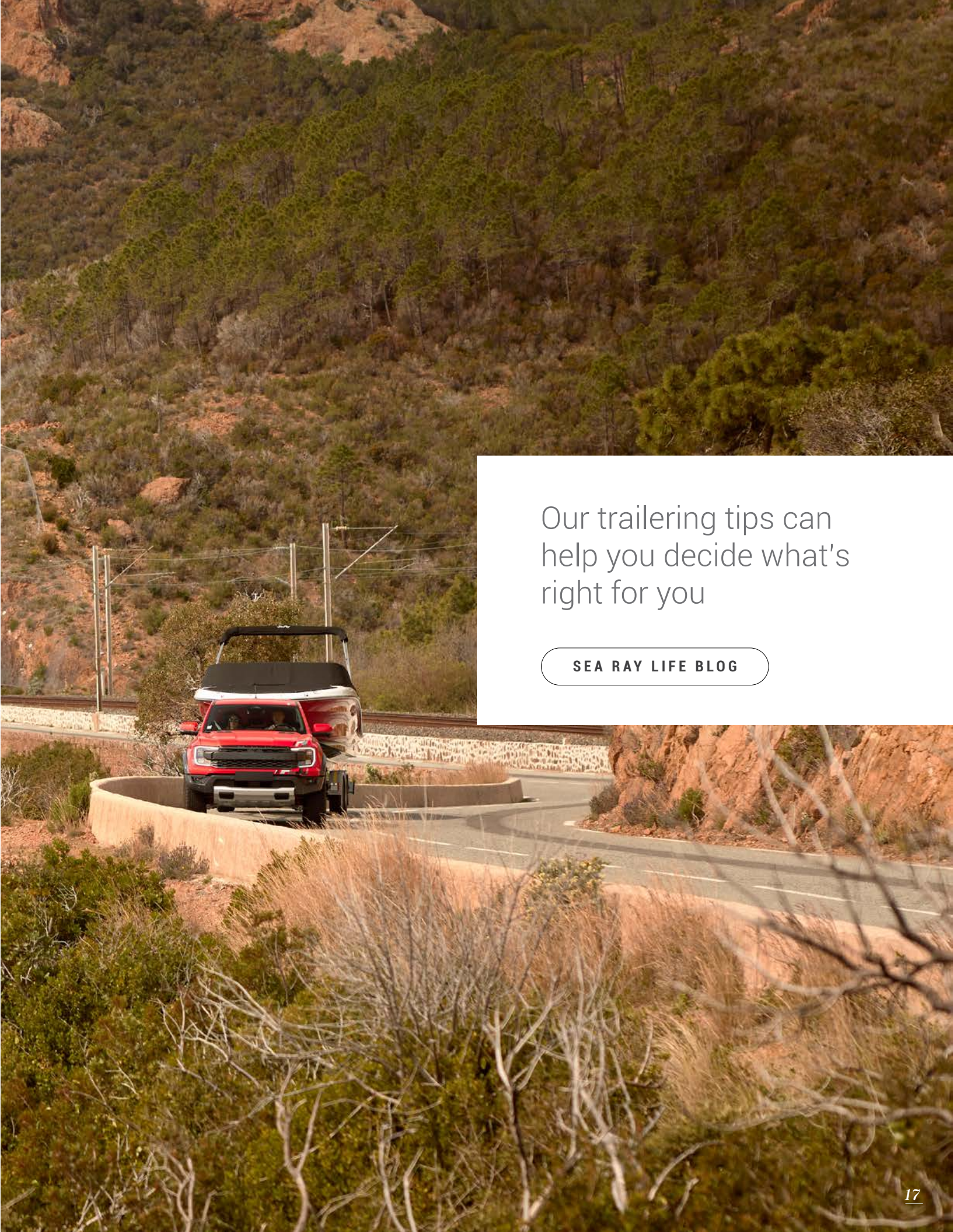
You'll store your boat, and trailer it to and from the water

- *Consider the weight, length and beam of your boat and be sure it meets local towing regulations.*
- *Not all automobiles are designed for towing and most have load limitations. Follow your car manufacturer's recommendation before deciding on a particular boat model with trailer and plan for how you'll store them.*
- *Research any HOA restrictions, storage facility rates, or overhead door height.*

### MARINA

You'll moor your boat at a public or private marina with a permanent dock or dry rack storage

- *Marina or slip storage is great for frequent boaters who live in urban areas or whose boats are too heavy to trailer. We recommend comparing rates at multiple docking sites to find the right fit.*
- *For extra peace-of-mind and to keep your hull looking new, consider purchasing a boat lift or hoist, or ask your dealer about bottom painting options. Both of these options can help avoid aquatic growth buildup on your hull, which can have a negative impact on your boat's performance.*



Our trailering tips can help you decide what's right for you

[SEA RAY LIFE BLOG](#)





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# 10 Things to Look for in a New Boat



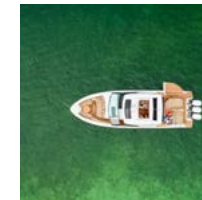
# MAKE THE MOST OF YOUR TIME ON THE WATER

CONSIDER THESE FACTORS BEFORE  
YOU SAY YES TO OWNERSHIP.



01

Fit and  
Finish



02

Layout and  
Seating



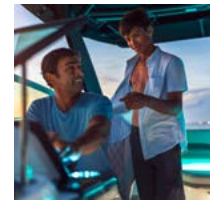
03

Upholstery



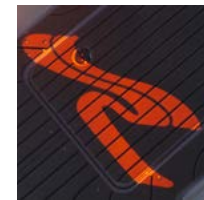
04

Onboard  
Storage



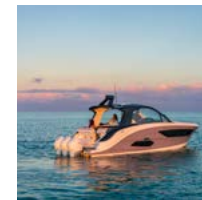
05

Ease of  
Operation



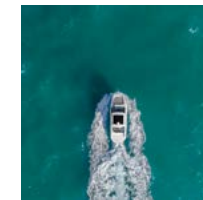
06

Features/  
Upgrades



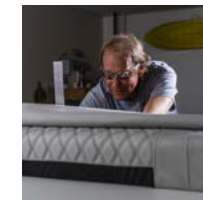
07

Engine  
Propulsion



08

Vessel  
Specs



09

Serviceability



10

Dealer  
Support





## 01

### Fit and Finish

#### The details that make a difference

- Ask to see inside the storage compartments. Are they smooth, lined and well drained? A sales professional should be happy to show you.
- Check the seal on your engine access; this is critical for safety.
- Look for quality, water-safe materials like teak wood and stainless steel that add aesthetic richness and style.



#### Did you know?

Sea Ray models have gas-assisted hatch lift supports for a sure seal and ease of access



## 02

### Layout and Seating

#### Balancing form with function

- Ask about person capacity, not just weight. You'll want to make sure the number of future guests you hope to invite aboard is compliant.
- Test out the ergonomics—how easily can the captain reach controls at the helm and how comfortably can passengers move about the cockpit? How many handholds are provided? How is the visibility at the helm?
- Take note of overall amenities—does it have the features you'll need for your boating style built in (i.e. cupholders, USB outlets), or available as upgrades (i.e. lighting and audio packages)?



#### Did you know?

Sea Ray employs some of the best naval engineers who design for comfort and ease.





## 03

### Upholstery

#### From quality textiles to artful stitching

- Assess the richness, durability and weatherability of the seating upholstery and soft finishes. A sales professional should be able to tell you details about the materials used throughout.
- Sit down in and stand up from every seat; it should feel both plush and supportive.
- Notice the details like stitching quality and intricacy. Sea Ray models feature uniquely elegant stitching for extra visual appeal.



#### Did you know?

Sea Ray models use multidensity foam cushions for ergonomic comfort and long-lasting support.



## 04

### Onboard Storage

#### Love means leaving nothing behind

- Pretend you're going about your planned activities; how easy is it to grab a towel or deploy (and re-stow) watersports gear from designated compartments?
- Do the items you'll bring—coolers, board racks, carryalls—have designated spaces that keep your floors free and clear of clutter?
- Are the features functional and discreet? Can you store things neatly away when not in use?



#### Did you know?

Sea Ray floorplans include specific storage areas for things like coolers and tabletops.





## 05

### Ease of Operation

#### **Because boating should be an escape**

- Do the integrated technologies make boating easier without overwhelming you? A sales professional should be able to explain the experiential benefits of any advanced feature.
- Are the technology components manufactured by reputable brands? Look for names like: Mercury Marine®, Fusion® Audio, Simrad®, CZone®, 1st Mate™, SeaKeeper® and Fathom™.



#### **Did you know?**

Sea Ray integrates technologies like Joystick Piloting with boaters of all skill levels in mind.



## 06

### Standard Features, Options and Upgrades

#### **Exceptional is the starting block**

- Ask what features are included at base price—think horsepower, gauges or touchscreens, cleats, charging stations, non-slip decking, and lush seating
- Ask about options and upgrades that serve to enhance—think electronics, sound systems, anchors, towers, and swim platforms.



#### **Did you know?**

Sea Ray models include an abundance of standard features.





## 07

### Engine Propulsion

**You deserve the best where it matters most**

- Make sure there's an engine option suited to your boating needs—think outboard vs. sterndrive.
- Ask about engine package options that let you dial in on horsepower and performance for the activities you gravitate toward.
- Ask about how the engine and its features help you at the helm; a premium package should give you the benefits of enhanced maneuverability and control that help you captain more confidently.



**Did you know?**

Sea Ray partners with Mercury Marine, the industry leader in marine propulsion.



## 08

### Vessel Specs

**Important information you need to know**

- Ask about overall weight—a heavier vessel achieves a smoother ride.
- Assess the hull structure and strength; tap on the hull in multiple places and listen for a deeper, resonant tone.
- Ask about the manufacturing process and internal naval architecture. A sales professional should be able to explain how this affects your onboard experience.



**Did you know?**

Sea Ray boats are heavy and provide a smooth ride. Each boat holds compliance certifications from the National Marine Manufacturers Association.





## 09

### Serviceability

#### The less downtime, the better

- Check for bilge access under the hatch—the wiring should be neat and clean, and the fiberglass finished.
- Ask how a service professional accesses the helm components; repairs shouldn't require extensive disassembly.



#### Did you know?

Sea Ray owners with remote monitoring hardware installed can check on vital systems using the SeaRay+ app.\*

\*Features vary by model.



## 10

### Dealer Support and Service Network

#### Relax and know you're in good hands

- Buy from a dealer who makes you feel comfortable and valued—trust matters as you work with them to maintain your boat over the years.
- Select a dealer with a highly qualified service network.



#### Did you know?

Sea Ray dealers undergo thorough vetting; only the best become a Sea Ray dealer.







*Sea Ray*

Why  
Sea Ray?



EVERYTHING  
WE DO IS  
DESIGNED  
TO MAKE  
EACH MOMENT  
EXCEPTIONAL.

At Sea Ray we believe that richer moments on the water lead to a richer life.



With a legacy spanning 65 years, we've built our brand on the pillars of Meticulous Craftsmanship, Inspired Design, Effortless Performance, Elevated Experiences and Unrivaled Support.

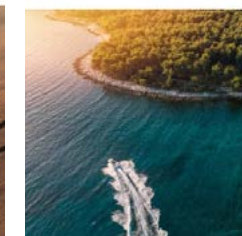
Sea Ray owners have access to a world of resources at their fingertips. From our online Owners Club to factory warranties, buying a Sea Ray is more than buying a boat—it's embracing a lifestyle.



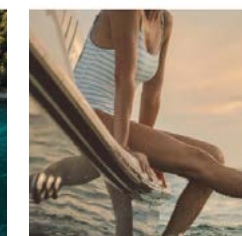
Meticulous  
Craftsmanship



Inspired  
Design



Effortless  
Performance



Unrivaled  
Support



Elevated  
Experiences

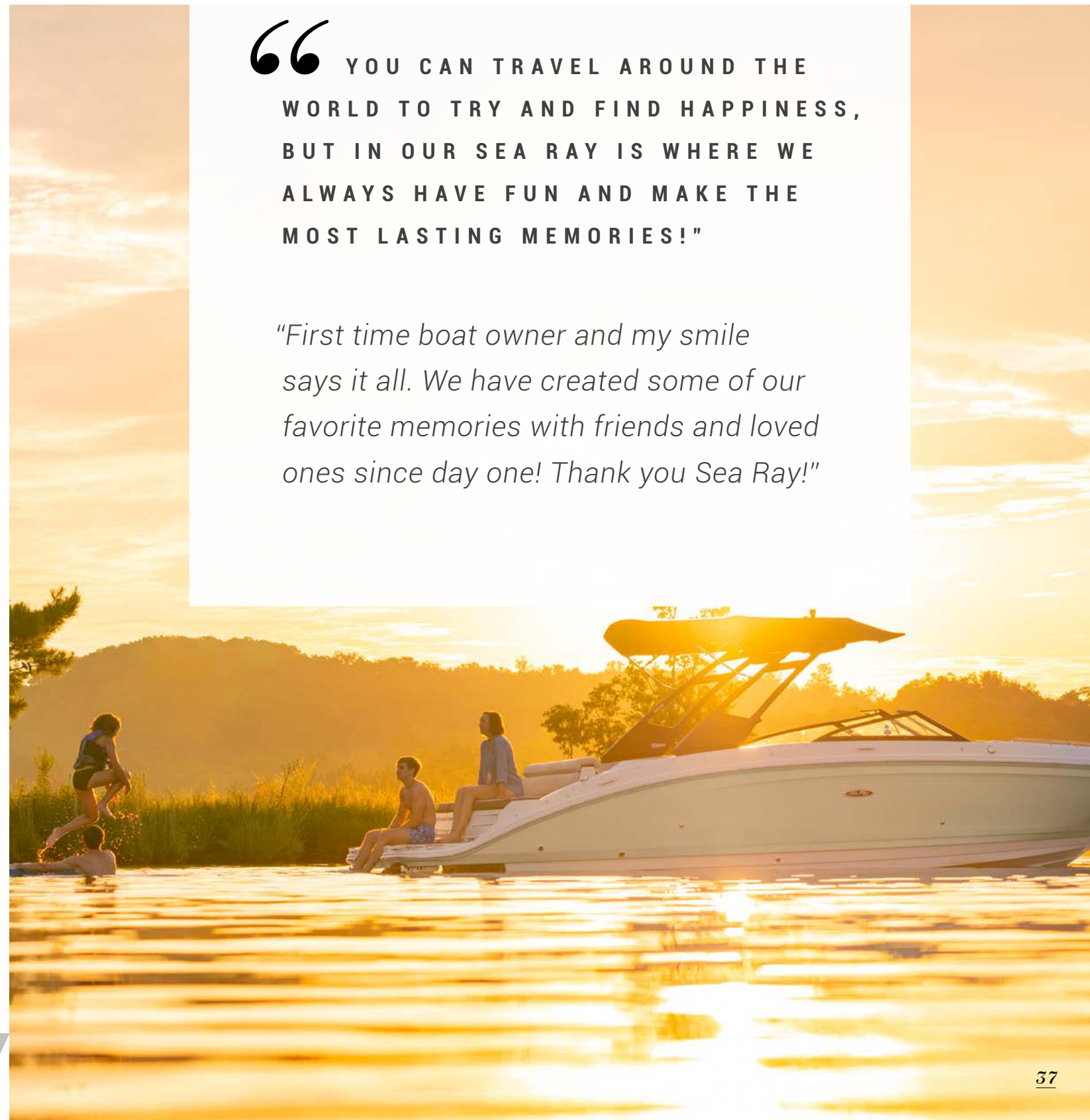


# WHAT OUR

*“ WITH KIDS HEADING OFF TO COLLEGE WE DECIDED TO BE CRAZY AND DO SOMETHING TO CAPTURE TIME IN A VERY SPECIAL SUMMER—SO WE BOUGHT A SEA RAY! WE PUT ALMOST 100 HOURS ON THE ENGINE IN EIGHT WEEKS AND WE WERE ALL ADDICTED. FROM SUNRISE TO SUNSET AND EVERYTHING IN BETWEEN, WE SPENT OUR SUMMER BOATING AS A FAMILY, SOAKING UP THE SUN, AND CAPTURING LIFELONG MEMORIES.”*

*“ YOU CAN TRAVEL AROUND THE WORLD TO TRY AND FIND HAPPINESS, BUT IN OUR SEA RAY IS WHERE WE ALWAYS HAVE FUN AND MAKE THE MOST LASTING MEMORIES!”*

*“First time boat owner and my smile says it all. We have created some of our favorite memories with friends and loved ones since day one! Thank you Sea Ray!”*



# OWNERS SAY



# NOW, YOU HAVE SOME SHOPPING TO DO

Find a Sea Ray  
dealer near you

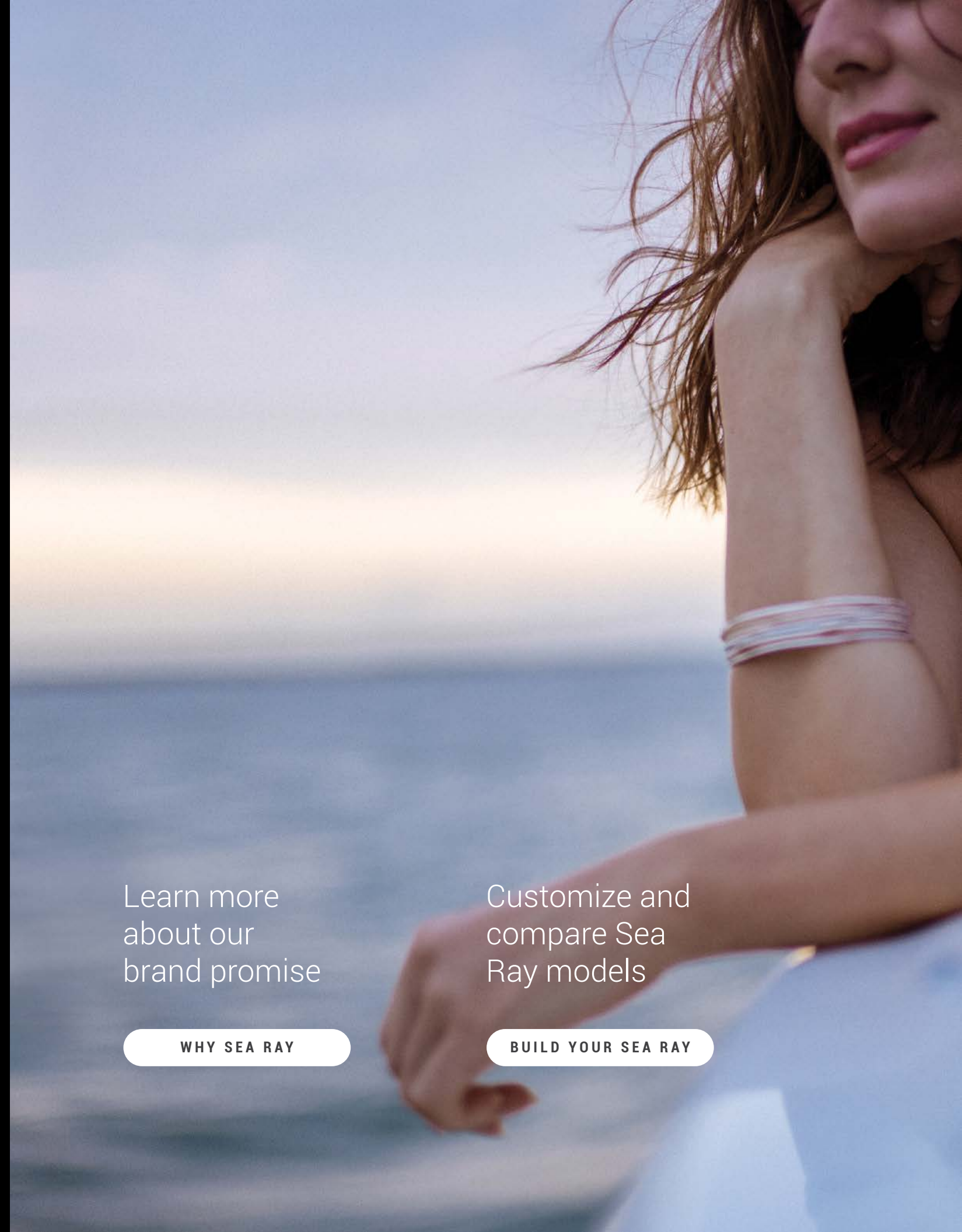
DEALER LOCATOR

Learn more  
about our  
brand promise

WHY SEA RAY

Customize and  
compare Sea  
Ray models

BUILD YOUR SEA RAY





# *EXPECT MORE*

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guide by Sea Ray®

