

Press Information
February 18, 2021

Designworks, A BMW Group Company, Collaborates with Sea Ray to Develop New Design Language.

The Sundancer® 370 is the First Sea Ray Model to Showcase the New Design Elements.



Newbury Park, CA, (Feb. 18, 2021) — Designworks, a BMW Group company, announced today a collaboration with leading pleasure boat manufacturer, Sea Ray, to develop a new sleek, sophisticated design language for the brand. The first new, redesigned model – the all-new Sundancer 370 Outboard – was unveiled [virtually](#) earlier today. The official release of this new product is in conjunction with the 45th anniversary of the Sundancer series.

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“Sea Ray has a rich history as a leading boat manufacturer for more than 60 years,” said Johannes Lampela, Director of Industrial Design at Designworks. “The Sea Ray look is very recognizable, and our goal working together was to further strengthen that design DNA by bringing forward the most iconic features through a modern design execution. What emerged is a modern yet classic aesthetic that is being used to inspire the next generation of Sea Ray boats.”

“Our goal was to define the foundation for bold and pure design expression,” said Charlie Foss, Sea Ray Design Director. “Working together with Designworks, we were able to produce a fresh set of design principles that pay homage to our brand’s past while indicating the future, resulting in a look that is undeniably Sea Ray. An output of the collaboration was the definition of four key design characteristics to inform Sea Ray models moving forward: sleek, confident, athletic, and distinctive.”

Sleekness is recognized through a long, lean, and naturally flowing s-sheer line integrated into the side of the boat. Confidence is evident through a strong character jaw line, and athleticism is conveyed with purposeful yet beautiful angles and surfaces illustrating power and movement. Finally, distinctiveness is imparted through the characteristic Sea Ray hull-side emblem and center line that draws the eye in and creates a feeling of speed.

Next to consulting clients in many mobility related industries, Designworks works across the portfolio of the BMW Group from luxury and premium cars to motorcycles and digital experiences. The Designworks and Sea Ray team worked through a rigorous process of multiple workshops and collaboration sessions, diving deep into consumer insights, design trends and brand heritage.

“Automotive-inspired design is part of the Sea Ray history, dating back to collaboration with Harley Earl Associates in the early 1960s. It was important that we

partnered with a group that has a comprehensive understanding of future mobility and the ability to develop concepts with a view to future contexts,” said Foss.

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Sea Ray's new design language comes to life in the Sundancer 370 Outboard, which launches today. Initially, the new model is available for order in North America, with international availability timing to follow.

[Click here](#) to RSVP for the live virtual reveal of the Sundancer 370 Outboard. For an early glimpse of the new Sundancer 370 design, click [here](#).

For more information about Designworks, visit BMWGroupDesignworks.com. For more information about Sea Ray, and to view the complete lineup, visit SeaRay.com.

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ABOUT DESIGNWORKS

Designworks, a BMW Group Company is both, the innovation studio for the BMW Group and a global creative consultancy. The teams in the studios in Los Angeles, Munich and Shanghai work at the intersection of design, technology and innovation to unlock brand potentials and foster business growth for companies worldwide. Designworks leverages the power of BMW Group's culture of innovation and cutting-edge design to advance the goals of its external clients, including John Deere, Brunswick, Siemens, Corsair, HP, and Microsoft, whilst bringing outside perspectives and impulses to the BMW Group. www.bmwgroupdesignworks.com

ABOUT SEA RAY

Headquartered in Knoxville, Tenn., Sea Ray is the world's leading creator of superior quality pleasure boats. For more than 60 years, Sea Ray has pushed the limits of performance and craftsmanship to elevate the boating experience. Each Sea Ray is designed to make every moment exceptional, supporting boaters' unique lifestyles with a customized balance of unparalleled comfort and performance and world-class technology throughout. Learn more about the Sea Ray Experience at SeaRay.com.

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