

*MasterCraft*

# 2018 BOAT BUYER'S GUIDE

SMART BUYERS START HERE

# THE NEW YEAR IS HERE

And with it comes more must-knows for those buying a boat. Whether you have years at the helm or are new to the towboat world, picking out the right one for you and your family is a big decision. You can do your research—but the information out there is too plentiful, sometimes unreliable and often overwhelming. You want the perfect fit and we're here to help.

This guide's got you covered.



**FIND OUT THE  
MUST-KNOWS  
FOR THOSE  
BUYING A BOAT  
IN 2018**

*RULE #01*

# MORE CHOICES MEANS A BETTER FIT

It's simple. When you have more options you can find a boat that fits you and your family just right. And MasterCraft has the largest and most varied product portfolio in the industry: 14 boats and endless ways to make each model yours.

Start with the basics like function and size. Do you plan to surf or spend most of your time skiing? How about cruising? Or do you prefer to keep your options open every day? How many people will you bring on board? From there, you can get crazy or conservative with styling, comfort, convenience, performance and options. There are no wrong answers, just plenty of ways to make your boat uniquely your own.



**NXT20** GLOBAL EDITION  
WAKE AND SKI WITH OUTBOARD PROPULSION AND  
PERFORMANCE / LEGENDARY MASTERCRAFT PEDIGREE

20' 0" / 12 PASSENGERS / 3550 POUNDS



**NXT20**  
ACCESSIBLE PRICE AND AMAZING QUALITY / ILMOR  
V8, MASTERCARE WARRANTY / WAKE, SKI AND SURF

20' 0" / 11 PASSENGERS / 3950 POUNDS



**NXT22**  
BIGGER PERFORMANCE, AFFORDABLE PRICE / ILMOR V8,  
MASTERCARE WARRANTY / WAKE, SKI AND SURF

22' 0" / 14 PASSENGERS / 4200 POUNDS



**XT20**  
COMPACT CROSSOVER, AWESOME-AT-EVERYTHING /  
WORLD-CLASS WAKE, SKI AND SURF

20' 0" / 11 PASSENGERS / 4500 POUNDS



## XT21

MIDSIZED MULTI-SPORT AMAZING / WAKE, SKI, SURF AND TUBE AT TOP LEVELS

21' 4" / 14 PASSENGERS / 4800 POUNDS



## XT22

CROSSOVER CAPABILITIES ACROSS EVERY SPORT / REVERSIBLE REAR SEATING / GENEROUS BALLAST

22' 4" / 16 PASSENGERS / 4900 POUNDS



## XT23

CLASSIC LOOKS, CATEGORY-CRUSHING CROSSOVER / EXCELLENCE AT EVERY SPORT

23' 4" / 16 PASSENGERS / 5000 POUNDS



## XT25

LARGE SPACIOUS SIZE / MASSIVE WAVES FOR WAKE AND SURF / SKI CAPABLE WITH CLASSIC LOOKS

25' 3" / 18 PASSENGERS / 5200 POUNDS



## X20

PURE SURF IN A COMPACT SIZE / CONVERTIBLE SUNPAD SEATING AND BIG BALLAST

20' 0" / 12 PASSENGERS / 4800 POUNDS



## X23

4 ZONES OF SURF / MASSIVE BALLAST WITH SUPER DEEP HULL AND TRANSOM SEATS

22' 9" / 15 PASSENGERS / 5500 POUNDS



## X46

4-PERSON PICKLE FORK, FLIP-UP SUNPAD, GULLWING STORAGE / BIG SURF AND WAKE

24' 6" / 15 PASSENGERS / 5350 POUNDS



## X26

ALL-DAY EXCURSIONS, CRUISING, WAKE & EPIC SURF / OPTIONAL ONBOARD HEAD, SINK & REFRIGERATOR

26' 0" / 18 PASSENGERS / 6700 POUNDS



## PROSTAR

ULTIMATE SKI MACHINE / SPACIOUS INTERIOR, OPEN OR CLOSED BOW / FLAT WAKES AT ALL LENGTHS

20' 0" / 7 PASSENGERS / 3300 POUNDS



## XSTAR

LARGEST WAKES IN THE INDUSTRY / GEN 2 SURF ENABLED / CUSTOM RUDDER AND BALLAST SYSTEM

23' 0" / 16 PASSENGERS / 5800 POUNDS

Do you want tech for tech's sake or do you want innovation that improves your experience? After you find the model that's perfect for you, look for features that offer tangible, proven ways to make your experience better, not gimmicks with catchy names but no real function. MasterCraft offers features you will enjoy every ride, such as...



### A BETTER. FASTER TOWER

ZFT7 TOWERS automatically fold up or down in seconds without impeding the driver. Only MasterCraft takes the headache out of tower storage and transport.



### THE RIGHT SURF WAVE FOR EVERY RIDER

Our patented GEN 2 SURF SYSTEM offers the most customizable waves for all ages, all ability levels and all board lengths. Port and starboard, mellow to steep and up to four zones of push. All deployed with easy-to-use controls and user-friendly software.



### REVOLUTIONARY STEERING CONTROL

Our exclusive DOCKSTAR HANDLING SYSTEM provides precise steering while reversing—in both starboard and port directions. It gives drivers of every ability a boost of confidence by making tight spots like docks and marinas significantly easier to navigate.



### ON PLANE AND ON COURSE

AUTOLAUNCH with Triple Tab Logic is included as part of every Gen 2 Surf System. All shaping devices work together to get on plane smoother and faster, without sacrificing visibility or fuel efficiency. It's safer and easier for every driver—and as the first launch system in the industry, it earned an NMMA Innovation Award.

## *RULE #02*

# A GOOD DEAL DOES NOT MAKE A GOOD BOAT

Price is important and a bargain feels great when you're signing the papers, but experienced buyers know there's a big difference between price and value. If your savings eventually cost you big in money and headaches from unreliability and repairs, then they aren't really savings at all.

Is a somewhat better number on the bottom line worth a bad experience down the line?

As you look at boats, consider the entire ownership experience holistically. Think about fit for your family, brand reputation, features and innovations. Your time spent on the water is the most valuable part of the equation. Downtime due to a downed boat is torture and we work hard to make sure you can maximize your summers.

**THINK BIGGER  
THAN THE  
BOTTOM LINE**

Don't forget future summers and your next boat. A low price can mean corners were cut in manufacturing or material quality. It might mean dealers are trying to clear out low-demand models. When you go to sell your boat and it's breaking down or there's no demand for the brand, you're going to get less from a dealer or an independent buyer—blowing the savings you got in the first place. If the price seems too good to be true...it probably is.

**HOW DO YOU  
SEE PAST  
DECEPTIVE  
DISCOUNTS  
AND GET THE  
BEST BOAT?**

**HERE ARE THE  
KEY QUESTIONS  
YOU SHOULD ASK  
TO FIND OUT...**

## HOW WELL DO YOU KNOW YOUR DEALER?

MasterCraft has the best network of boat dealers. Top to bottom, they know their stuff and will do the right thing to make a sale you are stoked about. Unfortunately, not everyone is like that. Some dealers get kickbacks for selling certain models. If a boat isn't selling well, the brand might offer extra incentives to clear out inventory. We don't have an abundance of back stock we're trying to move before it gets old—and no reason to create dishonest deals for dealers to push on unsuspecting buyers.

## WHAT'S THE REAL BOTTOM LINE?

We believe in price transparency. We don't think it's fair to anyone buying a MasterCraft for us to obfuscate the actual price. We don't artificially depress the bottom line by offering bare-bones, barely usable configurations that no consumer would want without adding options. In fact, MasterCraft is the only brand to actually show a Nationally Advertised Price on our website. We do this because we trust that people interested in our brand are smart enough to see through price tricks. Our competitors don't trust you enough to show a Nationally Advertised Price.

## ARE YOU COMPARING APPLES TO APPLES?

There's an outdated narrative that says MasterCraft is much more expensive than the competition. Maybe that was true 15 years ago, but thanks to our ongoing operational improvement, we've been able to build smarter as we've continued to build better year after year—costs go down as quality goes up. Today the truth is, when you go standard to standard, option to option and apple to apple, sometimes a MasterCraft is more expensive and sometimes it is not. When you compare equally equipped boats, the difference is not what some people would have you believe.

## WHAT'S THE USED MARKET LIKE?

If you've researched the used boat market, you already know that pre-owned MasterCraft boats are in high demand and have sterling resale values. That means you get more out of your boat when you sell it—often more than making up for any price difference in the first place. Make sure to consider your return down the line.



## *RULE #03*

# DON'T WORRY WHEN YOU'RE ON THE WATER

In an industry where reliability on the water is the #1 concern with owners, a warranty is the key to zero downtime and 100% fun times. It's why MasterCraft was the first to include a warranty that's fully factory backed, fully comprehensive and fully covered for five years—the industry had never seen anything like it.

Since then, the competition has fired up their copy machines and gotten in line behind us. We think that's great and we appreciate any opportunity for boat buyers to have more peace of mind. But we are not standing still. While everyone else struggles to catch up to our warranty, we've doubled down on quality.

Every MasterCraft off the line still comes with the best warranty on the water—and moreso every year it is rarely used. As we've improved the manufacturing capabilities at our factory, our quality has continued to go up and our warranty calls have gone down.

**PEACE OF  
MIND IS THE  
MOST VALUABLE  
ADDITION TO  
YOUR BOAT**

**IF YOU NEED IT, MASTERCARE HAS YOU COVERED—EFFORTLESSLY,  
EASILY AND QUICKLY. BUT CHANCES ARE VERY HIGH THAT YOU WILL  
NEVER HAVE TO USE IT.**

**MasterCare**  
5 YEARS/NO FEARS/FACTORY BACKED



# WHERE MASTERCARE IS ABOVE EVERYTHING ELSE

## FACTORY BACKED

If a problem occurs, there are no intermediaries and no pass-off to component suppliers. Despite what our competition might tell you, this is not an insurance policy. It is completely factory backed. Issues are resolved immediately and directly through MasterCraft's award-winning concierge service, recipient of the industry's highest ranking for customer satisfaction.

## FULLY TRANSFERRABLE

Our five year coverage is the longest in the industry, and it's fully transferrable one time. The transferrable warranty adds an average of \$2500 to the value of a used MasterCraft.

## BOW TO STERN

The hull, the touchscreen, the ballast system, the stereo, the carpet, the prop, the seats, the instrument gauges...every single element of your boat right down to the screws is covered for five years, with three exceptions: trailer paint/corrosion, gelcoat defects and the powertrain up to 500 hours. Nobody in the industry can top it.



## RULE #04

# MAKE SURE THE QUALITY IS QUALIFIED

MasterCraft includes an ironclad warranty, not because we think you will need it—it's the opposite. We're so confident in the quality and craftsmanship of our boats that we can back them up with an unprecedented guarantee.

The truth is that not all boats are created equal. Quality doesn't mean the same thing to every manufacturer. Everything looks great when it's shined up on the show floor, but don't be fooled by new. Use this checklist to get a sense of how serious they are about quality long term. The wrong answer can be an indicator of corners cut to keep costs down.

## HOW TO CHECK FOR HIGH QUALITY

### **CHECK THE FIT AND FINISH.**

Look closely at upholstery and gelcoat.

### **PULL ON THE TOWER.**

Pay attention to how solid it feels.

### **FLIP THE SWITCHES.**

Feel for plastic.

### **BOUNCE ON THE FLOOR.**

Listen for creaks and rattles.

### **OPEN THE STORAGE.**

Look for obstructions and ease of operation.

# HOW DO YOU PROVE QUALITY?

Your dealer can tell you one thing and the boat may feel solid, but how far back should you go for proof on quality? Go to the source. MasterCraft boats are built by hand in one of the best factories in the world. But don't take our word for it. We are the only boat manufacturer with three ISO certifications. That means our factory meets world-class standards for products, services and systems to ensure quality, safety and efficiency. And don't stop there: after being a finalist in 2014, we are now the only boat manufacturer to be recognized as one of IndustryWeek's Best Plants in North America for 2015—a prestigious cross-industry award that puts us in the same category as previous winners such as Toyota, Lockheed Martin and Harley Davidson.

Corners cut in manufacturing can be hidden from the customer at sale—before they find out the hard way down the line. We refuse to do this. Every decision we make when building our boats puts the family who's going to own it first and foremost.



# HERE ARE A FEW WAYS OUR PRODUCTION LEVEL IS NEXT LEVEL

Every boat off the line is inspected at 2500 checks and 375 checkpoints.

Each model we offer has a unique set of jigs for superior consistency and perfect fit and finish.

Every detail is premium—from the industry-leading gelcoat gloss levels to tinned electrical wiring to 316 stainless steel staples, screws and nutserts.

We create our own custom seats and have been building custom trailers for each boat model longer than anyone else in the industry—for almost 50 years.

We test our boats before they go to the customer more than anyone else in the industry. Every boat gets a full comprehensive test run on the lake before delivery.



**FOR A  
FACTORY TOUR  
CALL  
423-884-2221**

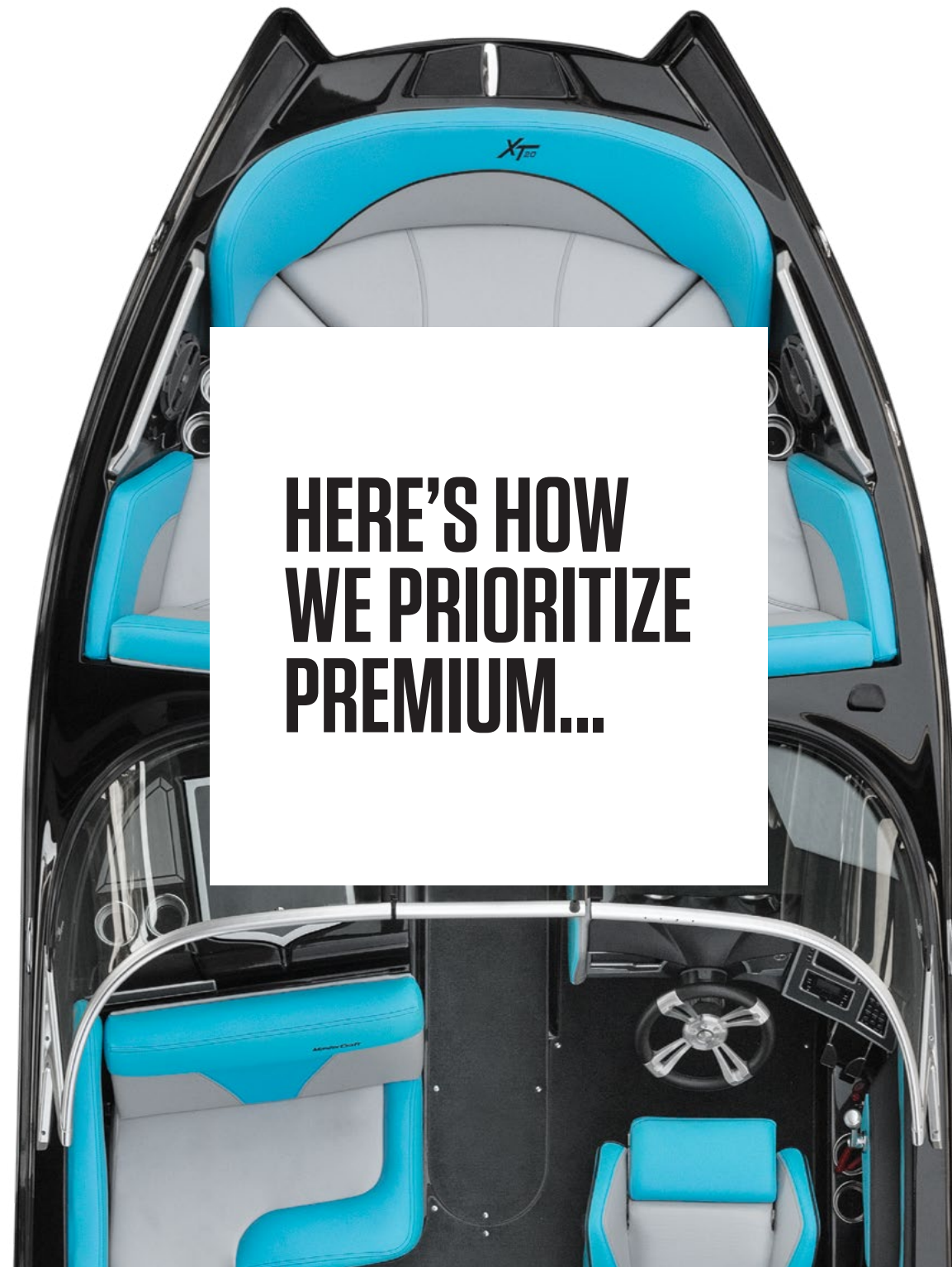


*RULE #05*

# DON'T PAY MORE FOR THE MUST-HAVES

Before you buy, look closely at what's included. Sometimes options shouldn't be options in any sense of the word. If you're starting with a bare-bones configuration...yes, your boat will float. But expect to add a lot of extras—and extra dollars to get the performance, comfort and convenience you expect.

We don't think fun should be optional, which is why all MasterCraft X and XT Series boats come standard with the most amazing features in the industry.



**HERE'S HOW WE PRIORITIZE PREMIUM...**





# EXCLUSIVE STANDARD EQUIPMENT ONLY ON MASTERCRAFT

**MASTERCARE WARRANTY** is the industry's best. It's five years of one-time fully transferrable, comprehensive bow-to-stern coverage that includes all components. Factory backed.

**BRIGHT-DIPPED BILLET ALUMINUM** looks better and lasts longer than faux finishes or painted parts.

**ALL-DAY COMFORT SEATS** with the sturdiest rotocast construction, thickest foam and 10% more material than competitors' to create superior ergonomics and comfort.

**MAXIMUM PUNCTURE-RESISTANT VINYL** looks great longer. We're the only brand on the water with 150 psi-resistant backing. Compare to 70 psi-rated vinyl on most competitors' seats.

**KLIPSCH AUDIO SYSTEM** is ready to rock. Better in every way: from speaker to processing—thanks to custom made Klipsch speakers and Bongiovi Amplification.

**HEAVY DUTY BALLAST PUMPS** by Jabsco. Heavy metal with high output, up to 500% faster operation time than flimsy plastic bilge pumps.

**30% MORE FIBERGLASS** is jig-cut and applied throughout every boat. Others simply reinforce stress points and use the cheapest-grade glass.

**A GRID LINER SYSTEM** locks the hull inside a structurally reinforced backbone. Other brands use stringers prone to torsional flex and a noisier ride.

**SEALED ELECTRICAL CONNECTORS** with tinned copper wiring for 10 times the lifespan. MasterCraft is the only brand in the industry with this feature.

**PREMIUM HARDWARE** throughout including high-grade 316 stainless steel screws, staples, backings, nylon fittings and nutserts.

**MORE FUNCTIONAL STORAGE** is found in MasterCraft than any other towboat brand. Look carefully at usable, horizontal storage, not impractical vertical storage.

**UNBEATABLE PULLING POWER** with Ilmor engines, the most advanced inboard powerplants.


**GAS-ASSISTED SHOCKS** on all underseat lockers give one-handed access to storage.

*RULE #06*

# YOUR WAVE SHOULD WORK FOR YOU

It's 2018. It's no longer enough for a boat to simply displace a lot of water. Yes, MasterCraft's award-winning, patented Gen 2 Surf System delivers massive and long waves. But there's a lot more to a wave than size.

To learn to carve the ultimate wave, we went to the birthplace of surf: Hawaii. We considered a lot more than swell mass as we honed and perfected the system, and it shows in the length, power and refinement of the waves and the ease of use and flexibility of the system. Not only is it the only surf wave that's as fun for your kids just starting out as it is for hard chargers that have been ripping for decades, but it's also the only one to win an NMMA Innovation Award.



**WE'LL STAY  
AHEAD OF THE  
CURVE SO YOU  
CAN STAY RIGHT  
IN THE BARREL**



**GEN2**  
SURF SYSTEM

# BETTER SURF, MORE FUN

## SERVE UP SUPERIOR SURF FOR EVERY SKILL LEVEL

You may see a stern drive with a device slapped on it and a surf boat label. Don't be fooled, it takes much more than that to deliver the surf experience you're looking for. Endless customization for your endless wave can only happen because Gen 2 isn't a single device—it's a comprehensive system. Custom designed for every hull we make, it consists of the ballast system to easily give you the displacement you need, two wake shaping devices that work with the hull shape to create the surf wave itself and the software that brings everything together seamlessly. And we're not the only ones to notice: Gen 2 is the only surf system to win an NMMA innovation award. This is next-level surfing for every skill level.

### START HERE

Build your confidence and hone your skills with a powerful, stable wave that's great for learning to surf, recovering or riding out some chop.

### STEP IT UP

Get a strong push and a more defined lip edge so you can charge hard and get some air.

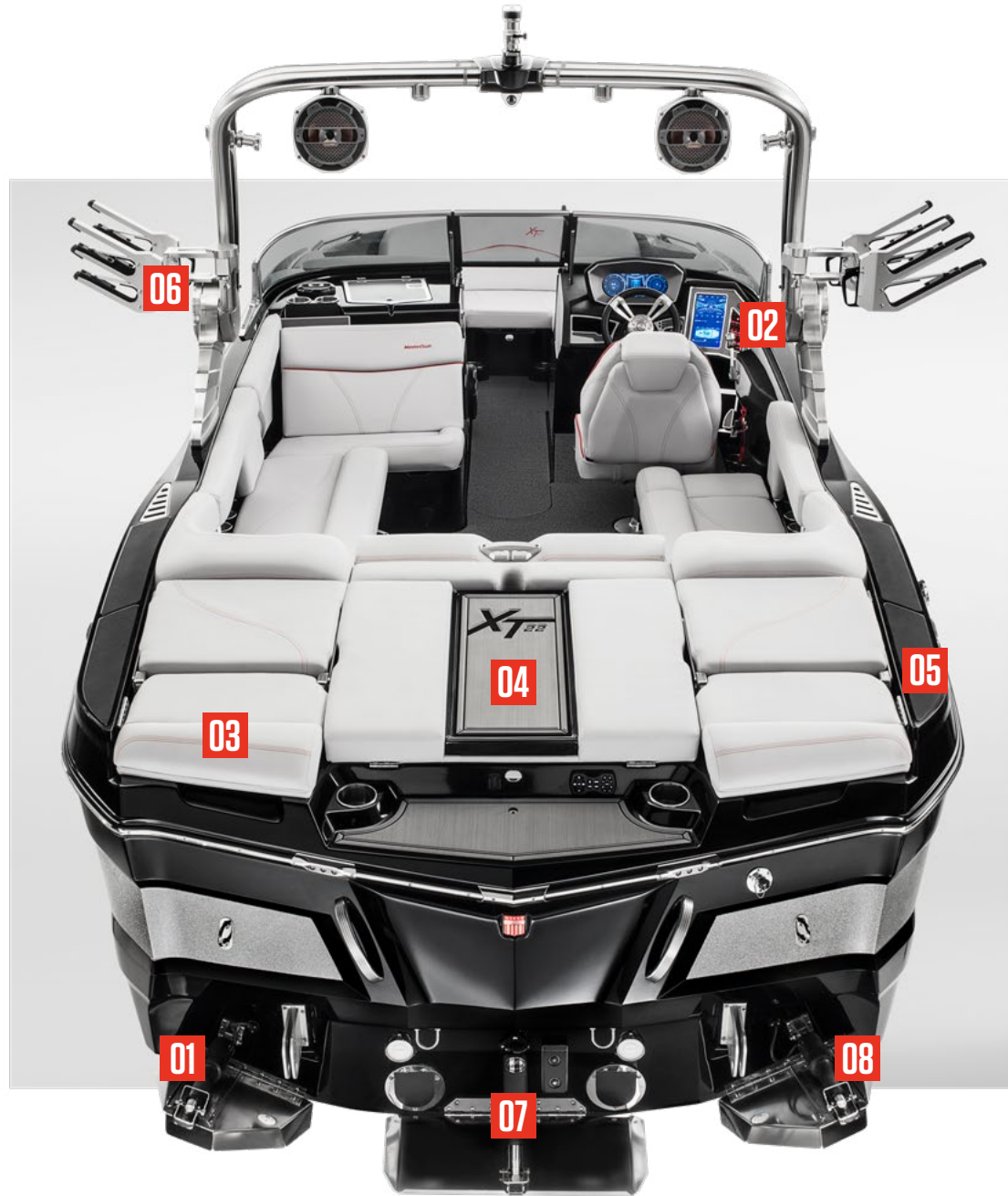
### GET AGGRESSIVE

Take it next level with the most vertical lip and steepest face to drop in and accelerate.

### BONUS ROUND

We see you way back there. Exclusively on the X23, you can spread it out with room to roam, recover or surf bigger boards.





## THE GEN 2 SURF SYSTEM SERVES UP THE BEST SURF EXPERIENCE

### EIGHT COMPONENTS WORK TOGETHER TO MAKE YOUR WAVE.

#### 01. CUSTOMIZED FOR EVERY BOAT

Gen 2 software and device placement is tuned to each model to enhance performance.

#### 02. SIMPLE-TO-USE SOFTWARE

One-finger control from mellow to steep waves.

#### 03. CHOOSE YOUR VIEW

Select MasterCraft models feature innovative flip seats that let you face forward or backward.

#### 04. PLENTY OF STANDARD BALLAST

Thousands of pounds of under-floor ballast provide the weight you need to create impressive surf waves.

#### 05. JABSCO BALLAST PUMPS

Software controls weight, filling the tanks quickly and leveling the boat.

#### 06. SWIVELING SURFBOARD RACKS

Access your quiver with swiveling clamps that accept big boards. Add the optional surf sleeve and the additional vertical surf rack for even more storage.

#### 07. AUTOLAUNCH WITH TRIPLE TAB LOGIC

Your shaping devices work together to minimize bow rise and get on plane smoother and faster—without sacrificing visibility.

#### 08. DEVICES THAT SHAPE, NOT DRAG

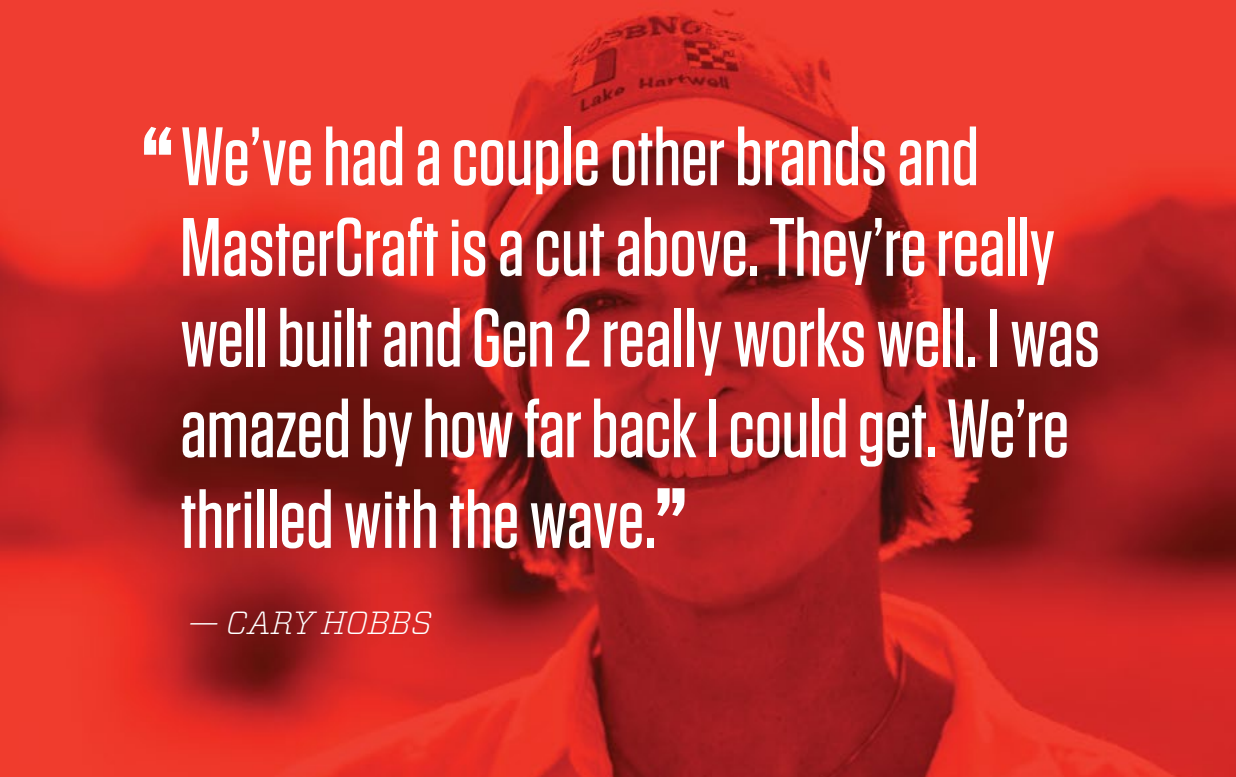
MasterCraft's exclusive shaping devices channel energy to create waves. We don't drag an engine-straining plate. And less drag means less fuel consumption.



*RULE #07*

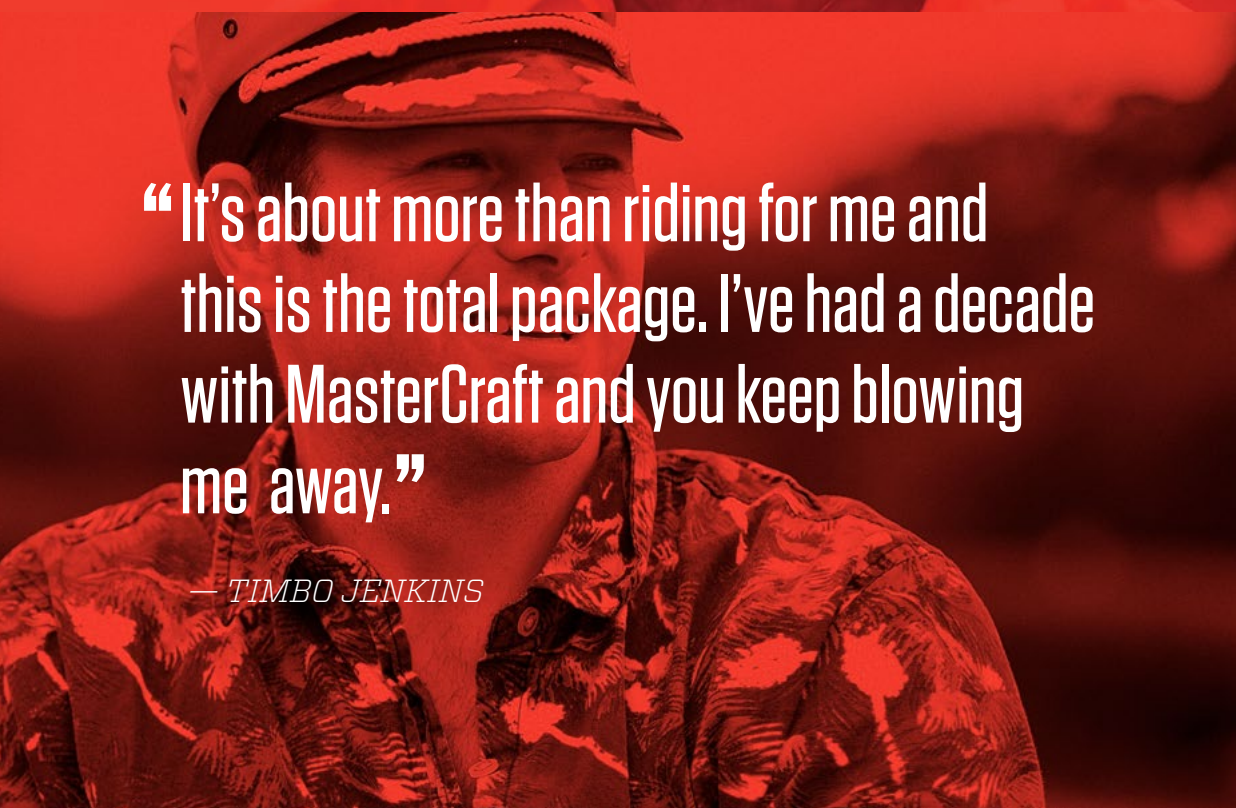
# OWNERS KNOW BEST

If you want to know the truth about a product, go to the source that knows better than anyone else: an owner. We asked some seasoned MasterCraft owners how they really feel about their boats. We wholeheartedly agree with what they told us.



“We’ve had a couple other brands and MasterCraft is a cut above. They’re really well built and Gen 2 really works well. I was amazed by how far back I could get. We’re thrilled with the wave.”

— CARY HOBBS



“It’s about more than riding for me and this is the total package. I’ve had a decade with MasterCraft and you keep blowing me away.”

— TIMBO JENKINS

*RULE #08*

# KNOW WHEN MORE MATTERS

Ilmor makes the marine industry's leading engines—and they're exclusive to MasterCraft. The only way to stay in the lead is to constantly push things forward and Ilmor engines are pulling even further ahead of the competition. This next generation of Ilmor power plant is redesigned and rethought from the block up to give you more of everything that matters: efficiency, reliability, power, precision, responsiveness and fun. Plus they use less fuel and have a simpler, smarter design. It's a block party. Get in on the action.



## MORE EFFICIENCY

Alongside new wider-band oxygen sensors that optimize air-fuel ratio and fuel efficiency, the next generation gasoline direct injection Ilmor engines are the only 5-star emissions rated gasoline marine engines in the world. It's better for the air, better for anyone behind the boat and it's better for your wallet.

## MORE RESPONSIVENESS

Direct injection also means the new model engines are more responsive to your throttle. Combined with smoother shifting thanks to new advanced transmission fluid and more sophisticated calibration for a punchier mid throttle—it's a hugely improved ride.

## MORE PRECISION

The direct fuel injection in the new next generation engines makes for more precise fuel use and creates more power at each size. It's smart engineering serving up precise fuel to the engine for maximum power and virtually no waste. Direct injection, double bonus: power and progression.

## MORE POWER

The new 5500 GDI gives you more power per liter displaced and the new 6000 GDI brings more torque to the table. We'll bring the heat, you open the throttle and let it rip.

## MORE RELIABILITY

The new GDI design uses a 100% closed cooling technology, which means the engine is more protected with fewer corrosion points, under less stress and has a longer life. There are even fewer hoses and clamps and a new easy to access solid state fuse block that is completely resettable from the dash—all designed to keep you on the water and out of the shop. Drive all the time with even more peace of mind.

## MORE FUN

New sharper looks, more power, less fuel and longer life. Add it up and a new GDI Ilmor engine means you're going to have more fun on the water—every time out.



### 5000 MPI

DISPLACEMENT

5.7L

POWER

239 kW @  
5000 RPM / 320 HP

TORQUE

495 NM @  
4200 RPM / 365 FT-LB



### 5500 GDI

DISPLACEMENT

5.3L

POWER

272 kW @  
5400 RPM / 365 HP

TORQUE

543 NM @  
4100 RPM / 400 FT-LB



### 6000 GDI

DISPLACEMENT

6.2L

POWER

321 kW @  
5400 RPM / 430 HP

TORQUE

650 NM @  
4000 RPM / 479 FT-LB



### 7000 MPI

DISPLACEMENT

7.4L

POWER

390 kW @  
5800 RPM / 522 HP

TORQUE

710 NM @  
4400 RPM / 524 FT-LB



*RULE #09*

# GET THE RIGHT REPUTATION

Every brand name comes with a reputation and certain expectations. For instance, the name MasterCraft is synonymous with quality, performance and fun. Where it gets confusing is when brands have sub-brands that cost less or are positioned differently. What does purchasing one of those mean for you? With a competitor's sub-brand do you get everything that comes with the parent manufacturer's reputation?

With the MasterCraft NXT Series and the MasterCraft XT Series, you don't get a sub-brand. You get a MasterCraft. The NXT Series are the most accessible boats we offer. The XT Series of boats live right in the sweet spot. All the sizes, all of the sports, all of the awesome and nothing you don't need. Yes, they have everything you expect from the best brand on the water. Each comes with the same five year MasterCare warranty and is built in the same manufacturing plant as our legendary X Series—with the same care, fit and finish.

When you get an NXT or an XT, you're not settling for a second-class ride. From performance to quality to fun, they are every inch a MasterCraft.





# YOU'RE UP

Don't miss a single sunny day on the water this summer. Drop into your local dealer for a test drive or visit [MasterCraft.com](http://MasterCraft.com) to customize your dream boat.



**GET INTO A  
MASTERCRAFT  
AND MAKE EVERY  
SUMMER BETTER  
THAN THE LAST**



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