



NEWS RELEASE

MasterCraft Introduces 2027 Lineup, Refining the On-Water Experience with New Features and Enhancements

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From NXT to XStar, MasterCraft's 2027 Lineup Builds on Proven Performance With Thoughtful Updates Across Technology, Comfort, Functionality and Design

2027 Lineup Introduces Towboat Segment's First AutoLaunch Technology, an All-New Built-In Inflator, Enhanced SoundStage Audio, Smarter Helm Technology and More

VONORE, Tenn.--(BUSINESS WIRE)-- [MasterCraft Boat Company](#), a subsidiary of MasterCraft Boat Holdings, Inc (NASDAQ: MCFT) and the best-selling towboat brand, today announced its 2027 model year lineup, introducing thoughtful enhancements inspired by boaters and designed to optimize time on the water. From smarter technology and enhanced audio to greater convenience and expanded personalization, MasterCraft's 2027 lineup refines the details that make every day behind the boat more seamless and enjoyable.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260930047755/en/>

MasterCraft's 2027 lineup builds on proven performance, featuring new technology, enhanced comfort and expanded customization

Spanning XStar, X, XT and NXT, the 2027 lineup continues to deliver the

performance, craftsmanship, comfort and reliability that have long defined the MasterCraft experience, with every model purposefully designed around a distinct boating lifestyle. NXT brings approachable versatility and value, while XT is built around surf-focused performance and functionality. The X family pairs refined performance with elevated comfort and technology, while XStar represents the pinnacle of MasterCraft performance, luxury and innovation. Together, the lineup gives boaters the ability to choose the experience that best fits how they spend their time on the water.

"For nearly 60 years, MasterCraft has continued to refine what it means to build a performance towboat, from the wakes and waves behind the boat to the details owners interact with every time

they're on the water," said Greg Miller, MasterCraft's Sr. Vice President, Global Sales & Commercial Operations. "Our 2027 lineup reflects that approach, bringing together smarter technology, thoughtful convenience upgrades and greater personalization to help owners spend less time thinking about the boat and more time enjoying the water."

Key 2027 Enhancements

MasterCraft's 2027 lineup introduces a range of new features designed to make time on the water easier and more enjoyable, from getting on plane and maneuvering around the dock to managing audio and customizing every detail of the boat.

All-New Built-In Inflator – XStar, X, XT and NXT

Available across the entire 2027 lineup, MasterCraft's new built-in inflator provides a convenient onboard solution for tubes, floats, paddleboards and other inflatables without requiring a separate pump to take up valuable storage space.

Progressive AutoLaunch – XStar & X

Available on XStar and X models, MasterCraft's new Progressive AutoLaunch automatically manages trim tabs and ballast distribution during acceleration, helping the boat get on plane faster while reducing bow rise. The system is the first of its kind in the towboat segment, delivering a smoother transition to plane while allowing the driver to stay focused on the water ahead.

Smarter Helm Technology – XStar & X

Updated software on XStar and X models conveniently delivers information at the helm when it matters most. A reverse-camera overlay improves visibility behind the boat, while an improved rudder-position display and clearer Forward-Neutral-Reverse indicator provide more intuitive driver cues. Audio-zone controls can also be added to Favorites for faster access.

Redesigned Heritage Bimini & New Aft Sunshade – XStar and X

The XStar and X family adds a redesigned Heritage Bimini that comes standard, featuring a reshaped profile that better complements the current design language while improving overhead storage for foils and other boards. A new available aft sunshade expands coverage behind the tower without requiring vertical poles on the swim platform and can remain deployed while the boat is underway.

Enhanced SoundStage Audio – XStar, X and XT

MasterCraft SoundStage gains enhanced audio automations that respond to both the selected activity and how the boat is being driven. Audio zones automatically adjust between Drive, Tow and Surf modes, while interior and tower speaker volumes adapt to help maintain a balanced listening experience throughout the boat and behind it.

Thoughtful Storage & Convenience Reconfiguration – XStar, X, and XT

Available across XStar, X, and XT are several practical updates for 2027, including a new storage net beneath the observer seat to keep smaller items organized and a new standard cooler for convenient beverage storage. An available dog bowl integrated into the valuables drawer adds another thoughtful touch for owners bringing their four-legged crew along.

Redesigned Helm & Enhanced Functionality – NXT

NXT models receive a redesigned dash with custom backlit panels that carry the NXT

signature pattern into the helm, creating a cleaner, more cohesive aesthetic. The helm also features a seven-inch touchscreen with SurfStar controls integrated into the interface, a dedicated volume knob for quick audio adjustments, standard wireless phone charging and keyless ignition.

Enhanced Storage & Lighting – NXT

NXT models also receive a more intentional under-observer seat storage solution, while NXT22 and larger models feature a hinged, shock-supported underseat cooler location for easier access. RGB cupholders join 11 controllable lighting zones throughout the boat, including floor lights, helm accents and bow lighting, allowing owners to customize the experience after dark.

Optional Stern Thrusters – NXT

NXT models offer an optional stern thruster designed to make maneuvering around docks, lifts, ramps and marinas easier and more confident. Purpose-built for NXT models, the system brings the same ease of use and functionality as the thruster systems available across the XStar, X and XT families.

For 2027, MasterCraft expands customization across the lineup with a significantly broader palette of colors, finishes and design options. New tower and accent colors, including Torch Red and Cypress, join the existing palette, while expanded gelcoat options introduce finishes such as Torch Red Flake, Starlight White Flake and Rosé Flake. New to the NXT family, owners can now further personalize their boats with expanded upholstery and powder-coat selections, optional white or black windshield frames, new designator colors, additional bow SeaDek configurations and other detailing options. Whether the goal is a more understated, refined look or a bold statement on the water, the expanded 2027 offerings provide more ways than ever to create a boat that feels distinctly personal.

To get more details, visit [MasterCraft.com](https://www.mastercraft.com) and follow along on [Instagram](#), [YouTube](#), [X](#), and [Facebook](#).

About MasterCraft:

MasterCraft is a world-renowned innovator, designer, manufacturer, and marketer of premium performance sport boats. Founded in 1968, MasterCraft has cultivated its iconic brand image through a rich history of industry-leading innovation, and more than five decades after the original MasterCraft made its debut, the company's goal remains the same - to continue building the world's best ski, wakeboard, wake surf, and luxury performance powerboats.

About MasterCraft Boat Holdings, Inc.:

Headquartered in Vonore, TN, MasterCraft Boat Holdings, Inc. (NASDAQ: MCFT) is a leading innovator, designer, manufacturer and marketer of recreational powerboats through its five brands, MasterCraft, Crest, Balise, Chaparral, and Robalo. For more information about MasterCraft Boat Holdings, and its five brands, visit: [Investors.MCBH.com](https://investors.mcbh.com), [www.MasterCraft.com](https://www.mastercraft.com), [www.CrestPontoonBoats.com](https://www.crestpontoonboats.com), [www.BalisePontoonBoats.com](https://www.balisepontoonboats.com), [www.ChaparralBoats.com](https://www.chaparralboats.com), and [www.Robalo.com](https://www.robalo.com).

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