

MasterCraft Reinroduces the All-New X23, an Iconic Platform Reimagined for the Modern X Family Lineup

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After Years of High Consumer Demand, a Completely Redesigned 23-foot Platform Builds on its Proven Legacy
New X23 Blends Precise Handling, Spacious Comfort, Advanced Technology and Industry-Leading Wake and Wave Performance

VANDORE, Tenn., April 14, 2025 (GLOBE NEWSWIRE) — After eight years of growing consumer demand, [MasterCraft Boat Company](#), a subsidiary of MasterCraft Boat Holdings, Inc. (NASDAQ: MCTT) and the best-selling towboat brand in the U.S., is pleased to announce the return of an all-new and completely redesigned X23. The new 23-foot platform sets the standard for surf performance and continues its legacy, effortlessly blending performance, comfort, and control. The X23 has long been known as one of the best all-around boats in the MasterCraft lineup that is big enough to host a full crew, yet precise enough to handle like a smaller boat, all while delivering trusted wakes and waves every yet. The redesigned model carries its legacy forward within the modern X Family design, combining the agility of the X22 with the spacious interior of the X24 – elevating ergonomics, technology, and materials to meet the expectations of today's riders and families.



"Since the X23 was last in our lineup in 2018, demand for its return has grown immensely. We're thrilled to give our customers that option once again," said Greg Miller, MasterCraft's Vice President of Global Sales. "The X23 originally defined the category, setting the benchmark for surf and wake performance and was the first to introduce features like the transom loungers, which quickly became one of the most loved spaces on the boat. This next-generation model carries that standard even further, blending the X Family's signature luxury with precision handling and elevated performance to create a boat that continues to set the pace for the industry."

Proven Performance & Innovation

The X Family has always been where MasterCraft pushes the boundaries of what a luxury towboat can become, and the X23 carries that philosophy forward with design, performance, and innovation working seamlessly as one.

Performance defined the boat: where the X23 truly sets the standard. An evolved hull works in harmony with MasterCraft's industry-leading SurfStar System and a substantial 3,800-pound ballast system to deliver powerful, customizable wakes and waves that riders trust from the first pull. Long, clean pockets offer surfers consistent push, while wakeboarders enjoy firm, balanced wakes with crisp transitions. As is the case with all MasterCraft models (other than ProStar), the Rapid Surf presets make setup simple, and Custom Surf controls let riders fine-tune every wave to their preference at all skill levels, combining the familiarity longtime boaters expect with the refinement of a modern X platform.

Technology continues to reshape the MasterCraft driving experience, and the X23 is no exception. Matching the X22 and X24, the helm of the X23 features dual panoramic digital displays, intuitive MasterCraft MyDrive controls, keyless ignition and wireless charging for smooth connectivity. Maneuvering is effortless with the optional stern thrusters, complemented by the four-camera system – bow, tower, transom view, and a rider transfer countdown – keeping the captain confidently in command at every turn.

Powering the all-new X23 is the proven 6.2L G61 engine, delivering smooth torque and reliable pull even when fully loaded with riders and ballast. For maximum output, the available 6.2L Supercharged engine produces an industry-leading 630 horsepower and 660 pound-feet of torque, ensuring relentless performance when it matters most.

Design & Usability

When redesigning the X23, MasterCraft started with the fundamentals—how it drives, how it performs behind the boat, and how the crew moves through the cockpit. Every element is placed with purpose, creating a space that feels polished, functional, and unmistakably X.

The cockpit is sculpted, unified, and intentionally laid out to feel open and refined. Deep supportive seating, premium upholstery, and carefully considered proportions create an interior that is both luxurious and inviting. Storage and everyday amenities are seamlessly integrated, with wireless charging, cubbies, cupholders, and speaker grilles blending clearly into the architecture, while drain channels and solid hardware keep compartments durable and organized over time.

The original X23 introduced one of the most loved spaces on the boat: the transom loungers. What began as a thoughtful design decision shaped how crews spend their day and set a new standard in the towboat space. The X23's iconic transom loungers return, now refined with an oversized design, improved ergonomics and premium materials. Integrated dual rear compartments beneath the seats provide flexible storage, accommodating up to four boards in padded, removable bags or opening up space for bulkier gear. Comfortable, functional, and central to how crews spend the day, this space remains one of the best places to relax on the boat.



