

MasterCraft Unveils New Innovations, Bow-to-Stern Upgrades on 2017 Models

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Revolutionary Dockstar Handling System, Gen V Engines and ZFT7 Power Tower Headline New Features on 2017 Lineup

VONORE, Tenn., July 05, 2016 (GLOBE NEWSWIRE) -- MasterCraft (NASDAQ:MCFT) today introduced its 2017 model year boats, a power-packed lineup with new technologies, features and customizable options to fit every boating style. Decked out from bow-to-stern with innovative features and new styling treatments, MasterCraft's 2017 lineup of boats reflects the company's ongoing pursuit to elevate the perfect day on the water.

The company has broadened its product line to cover the entire spectrum of recreational boating from affordable models perfect for families and first-time buyers to its iconic mainstays responsible for towing countless world records. The entry-level NXT Series offers MasterCraft quality and performance at entry-level pricing; the new XT Series deliver crossover do-it-all versatility without compromising performance; the award-winning X Series delivers specialized performance along with premium, luxury features; and the STAR Series showcases MasterCraft's legendary, competition performance.

Leading the charge among the groundbreaking upgrades for 2017 is the new Dockstar Handling System, an innovative flanking rudder system that allows drivers of any ability level to easily maneuver tight spaces and crowded marinas in reverse. The revolutionary new technology essentially removes the last entry barrier into the inboard market for owners who previously preferred the handling of an outboard or stern drive configuration when driving in reverse.

MasterCraft owners can also choose from a wider selection of engine options, including General Motors new lineup of Gen V engines marinized by Ilmor Marine, the engineering team behind multiple Indy winners. The 5000 MPI V8 (5.7L) and 7000 MPI V8 (7.4L) models offer traditional multi-port injection for those who prefer maximum torque while Ilmor's new 5500 GDI V8 (5.3L) and bigger, bolder 6000 GDI V8 (6.0L) models both utilize gasoline direct injection delivering the same power using less fuel. All of these power plants provide impressive horsepower and are exclusively available on MasterCraft boats.

New for 2017, consumers can further customize most MasterCraft models with either an enhanced ZFT4 or the all-new ZFT7 Power Tower, the latter now being available in countless configurations of

colors, speaker layouts and vertical storage options. Owners can also upgrade most boat interiors to include MasterCraft's new "Cool Feel" vinyl that stays cool to the touch even after extended exposure to direct sunlight.

Additional functional upgrades include optional docking lights on the XStar and X Series models consisting of six high output LED lights integrated into the bow rub rail for a low profile look while still casting a wide angle to light up the night. X Series owners can also opt for ergonomic, dealer-installed SeaDeck flooring for superior stain resistance and shock absorbance. MasterCraft's boat trailers now also include the option of low profile wheels and colored runway lights.

The 2017 MasterCraft line will feature head-turning design and styling changes including new signature hiplines, a functionally reformatted dashboard, and new aluminum billet prominently incorporated throughout the entire boat. Boat owners can further customize their dreamboat thanks to a broadened palette of gel coats and flake colors ensuring a one-of-kind look.

MasterCraft continues to partner with the most trusted names in the industry to outfit its boats with best entertainment systems and accessories on the market. Murphy touchscreens provide a seamless, intuitive dashboard control interface giving the driver complete command over the boat's performance and all sound and lighting systems. MasterCraft collaborated with GoPro to offer built-in camera mounts and onboard viewing. New for 2017, MasterCraft teamed up with Alaska-based Cordova Coolers to custom-build a durable, high-quality ice chest that fits perfectly in all MasterCraft models.

Amazing still comes standard on all 2017 MasterCrafts, one of the only boat companies to use a grid liner system and hand-laid fiberglass resulting in 30% stronger hulls. MasterCraft uses Jabsco heavy-duty pumps to control each boat's built-in ballast and the company's award-winning Gen 2 Surf System is custom-machined to match each individual hull shape. All MasterCrafts come with ZeroOff GPS Cruise Control to ensure a smooth, consistent start and speed while towing.

Hand-built in MasterCraft's U.S.-based manufacturing facility in Vonore, Tennessee, all MasterCraft boats are covered by MasterCraft's industry-leading, five year bow-to-stern warranty. For more information on MasterCraft's 2017 boat models, please visit www.mastercraft.com.

About MCBC Holdings, Inc.:

Headquartered in Vonore, Tenn., MCBC Holdings, Inc. (NASDAQ:MCFT) is the parent of MasterCraft Boat Company, 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 four decades after the original MasterCraft made its debut the company's goal remains the same - to continue building the world's best ski, wakeboard, wakesurf and luxury performance powerboats. For more information, visit www.mastercraft.com.

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