

MasterCraft

DEMO CHALLENGE

This Demo Season, Ensure Your Boat Delivers in Every Category.
Take the Challenge. Test the Best. Win Big.

ARE YOU DEMOING A TOWBOAT THIS SPRING?

Put it to the test with the Demo Checklist Challenge. Follow the checklist, compare the experience, and see if your boat delivers on performance, reliability, comfort, and ease of use.

HOW TO ENTER

1. Use the checklist during your demo.
2. Scan the QR code below.
3. Complete a 5-question survey about your experience.
4. Be entered to win a \$500 Amazon Gift Card.



1. BEHIND THE WHEEL—ELITE PERFORMANCE

☐ DRIVE THE BOAT FULLY LOADED (WITH BALLAST)

How does the engine handle the weight? Listen for engine strain and check RPM efficiency.
Does the steering wheel pull when the surf system is activated?

☐ ASSESS VISIBILITY

What's the bow rise like? Can you see over the dash when taking off?
Can you adjust music, wave, speed, etc., without taking your eyes off the water?

☐ STEERING RESPONSE

How easy is it to turn at different speeds? Is a stern thruster an option?
How easily can you maneuver at slow speeds and around docks?

☐ THROTTLE & HANDLING

Is acceleration smooth? How does the boat handle sharp turns?

☐ CUSTOMIZATION

Can you quickly adjust surf, wake, and driving settings to match every rider's needs?
Can you save custom profiles for everyone in your family?



2. BEHIND THE BOAT—UNMATCHED SURF & WAKE EXPERIENCE

☐ A SIMPLIFIED START-TO-SURF PROCESS

How many clicks or steps does it take to set up the surf wave?

☐ WAVE CONSISTENCY

Is the surf wave clean, symmetrical, and customizable for different riders?

☐ RIDER EXPERIENCE

Is the push adjustable for beginners and heavier or advanced surfers alike? Is there enough push far enough back to keep the rider in the wave and up longer?

☐ BALLAST SYSTEM EFFICIENCY

How fast do the tanks fill/drain? Do you need to move people around to optimize the wave, or can people remain seated?

☐ SPRAY & TURBULENCE

Is the rider getting excessive spray from the hull or prop wash when wakeboarding, tubing, or waterskiing? Are the waves clean or washed out?



3. IN THE BOAT—COMFORT & DESIGN

☐ SIT IN EVERY SEAT

How do the ergonomics feel? Are seatbacks at a comfortable angle? Is there a place for your arm, your drink, and your phone?

☐ MATERIALS & CUSHIONING

Is the upholstery premium, durable, and cool to the touch?

☐ STORAGE & ACCESSIBILITY

Is there ample, easy-to-access storage for gear and essentials?

☐ COCKPIT EXPERIENCE

Is the ride smooth and quiet, or does the boat rattle at speed or in choppy water? What does it feel like going over a double up?

☐ CLIMATE & CONVENIENCE

Does the boat have features like a heated seat, phone chargers, a trash can, cameras, or a built-in cooler?



4. EASE OF USE—OWNERSHIP & RELIABILITY

☐ TECHNOLOGY & SOFTWARE

How intuitive is the dash system? Can you easily adjust settings without guidance?

☐ MAINTENANCE & SERVICEABILITY

How accessible are key maintenance points? Can you easily access the battery switch?

☐ WARRANTY & SUPPORT

Does the brand back its product with industry-leading warranties?

☐ FUNCTIONAL FEATURES

Are there convenient design elements like clamping board racks, flip-up seating, or easy tower operation? Can you raise and lower the tower with one person? Is the bimini easy to fold and deploy?

☐ DEALER SUPPORT

Is there a strong, knowledgeable dealer network for assistance and service? Does the boat offer connectivity to keep you and your dealer informed about its health status?