

FOR IMMEDIATE RELEASE

MasterCraft Debuts New Yacht Tender Offering at Monaco Yacht Show With Factory-Installed Lifting Points

Available Across the Lineup, the Offering Pairs FLExible Configurations with Bespoke Customization Through MasterCraft's Partnership with Cockwells

VONORE, Tenn. (Sept, 23) – [MasterCraft Boat Company](#), a subsidiary of MasterCraft Boat Holdings, Inc (NASDAQ: MCFT) and the best-selling towboat brand, is taking its first step into the yacht tender market with a new factory integrated lifting solution designed to make transferring a MasterCraft tender from the water into a mothership more seamless for yacht owners and crews. The new service will make its debut on an X23 at one of the world's premier superyacht events – the 2026 Monaco Yacht show, taking place September 23-26 in Port Hercule, Monaco, where MasterCraft will be at booth QA40.

At the core of MasterCraft's offering are factory-installed lifting points configured to meet the needs of individual yacht applications. Customers can select single- or dual-point lifting configurations, allowing the tender to be equipped for its intended method of being lifted from the water onto the mothership.

Unlike lifting solutions that rely solely on dealer-level modifications, MasterCraft incorporates the lifting points into the boat during the manufacturing process. This unique approach allows for specific considerations to be addressed earlier in the process, creating a more intentional connection between the tender and its paired yacht.

The X23, which will showcase MasterCraft's new yacht tender integration, is part of the brand's recently redesigned 2026 X lineup, which blends unmatched performance, next-level comfort, premium design and advanced technology. The lineup features refined running surfaces, spacious and elevated interiors, intuitive helm and control technology, and premium amenities designed to deliver a sophisticated on-water experience. The lifting-point option will be available across the X lineup, as well as on other MasterCraft models.

For yachts with particular requirements, MasterCraft offers an additional layer of customization through its partnership with Cockwells, a renowned British boatbuilding company with extensive experience developing bespoke superyacht tenders. Together, the companies can customize MasterCraft tenders for specialized vessels, including unique lifting point configurations designed around individual yacht garages, storage spaces and other vessel-specific considerations.

"Entering the yacht tender market is an exciting next step for MasterCraft and an opportunity to bring our experience building premium, purpose-built boats to a new application," said Greg Miller, Sr. Vice President, Global Sales & Commercial Operations MasterCraft. By incorporating

lifting points at the factory level, we can approach each tender with greater precision and ensure the boat is built with its intended configuration in mind from the start. It's an extension of the way we build every MasterCraft boat, with purpose, precision and attention to the details that make a difference on the water."

The offering is supported by MasterCraft's global network of 201 service dealers, providing yacht owners and crews with access to service and supports across a broad range of cruising destinations. Of those locations, 46 are situated within 50 miles of a coast, further extending access to marine expertise for customers on the water.

The new initiative reflects MasterCraft's continued focus on building boats around how customers use them, extending that philosophy to the unique demands of the yacht tender markets as the brand continues to grow, evolve and expand its presence across the marine industry.

To get more details, visit [MasterCraft.com/yacht-tender](https://www.mastercraft.com/yacht-tender) 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).

Media Contact:

Mandie Albert

The Brand Amp

mastercraftpr@thebrandamp.com