

FOR IMMEDIATE RELEASE

MasterCraft Expands Regional Footprint in Central California with Addition of Bohner Lacefield Marine to Dealer Network

The Partnership Marks a New Chapter for Two Established Boating Brands, Combining MasterCraft's Performance-Driven Legacy with Bohner Lacefield Marine's Four Generations of Industry Expertise

VONORE, Tenn. (October 13, 2026) – [MasterCraft Boat Company](#), a subsidiary of MasterCraft Boat Holdings, Inc (NASDAQ: MCFT) and the best-selling towboat brand, today announced that Bohner Lancefield Marine will join the MasterCraft dealer network at its location in Madera, CA. Founded in 1939, the fourth generation, family owned and operated dealership has long served Madera and the Central Valley boating community, earning a reputation for reliability and trusted service. Entering its first year as an authorized MasterCraft dealer, Bohner Lacefield Marine will bring the brand's renowned performance, innovation and craftsmanship to the greater Central California market.

Located just two miles north of Fresno, Bohner Lacefield Marine has supported generations of Central Valley boaters for more than 85 years. The dealership describes itself as the longest-operating family-owned marine dealership in the Central Valley, reflecting a legacy built on trusted relationships, hands-on industry knowledge and continued investment in the community it calls home.

"Bohner Lacefield Marine represents the type of dealership partner we want supporting the MasterCraft brand," said Greg Miller, VP of Global Sales at MasterCraft. "Its fourth-generation family legacy, highly experienced staff, and longstanding commitment to Central California boaters create an exceptional foundation for this partnership. Together, we look forward to delivering the premium sales, service and ownership experience our customers expect."

Since opening its doors, the dealership has developed lasting relationships with local boaters while preserving decades of industry knowledge. With minimal employee turnover, Bohner Lacefield Marine's experienced staff provides customers with familiar, knowledgeable support throughout every stage of their boating journey.

"Our family has been part of the Central Valley boating community for over 85 years, and we take tremendous pride in carrying that legacy forward," said Ryan Lacefield, President of Bohner Lacefield Marine. "We have always wanted to represent a brand with an iconic history like MasterCraft. Its reputation for performance, innovation and quality aligns naturally with the standards our family has upheld for four generations."

As an authorized MasterCraft dealership, Bohner Lacefield Marine will offer Central California customers a true one-stop destination for their boating needs. In addition to new and pre-owned boat sales, the dealership's full-service approach gives customers access to certified service and maintenance, parts and accessories, a pro shop, boat storage, fiberglass and gelcoat repair, and upholstery and canvas services.



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For more information about Bohner Lacefield Marine, upcoming events or available boats, visit www.blmboats.com, follow the dealership on social media or contact its team to join the dealership's email list. You can also visit 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, www.MasterCraft.com, www.CrestPontoonBoats.com, www.BalisePontoonBoats.com, www.ChaparralBoats.com, and www.Robalo.com.

About Bohner Lacefield Marine

Established in 1939, Bohner Lacefield Marine is a fourth-generation, family-owned and operated marine dealership located in Madera, California, just north of Fresno. As the longest-operating family-owned marine dealership in the Central Valley, Bohner Lacefield Marine provides new and pre-owned boat sales, financing, certified service and repair, parts and accessories, storage, fiberglass and gelcoat repair, and upholstery and canvas services. Backed by more than 85 years of marine-industry experience, the dealership remains committed to providing knowledgeable guidance and dependable support throughout every stage of boat ownership. For more information, visit www.blmboats.com.

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