Nov 3, 2026 5:00 PM Eastern Standard Time

MasterCraft & RealTruck's Custom Truck-and-Boat Build to Be Auctioned for Charity During Barrett-Jackson's 2027 Scottsdale Auction

Share

100% of the Hammer Price of the Iconic 1975 MasterCraft Stars & Stripes Boat with Matching Custom Chevrolet Colorado by RealTruck will go to Building Homes for Heroes

Multi-Platinum Selling Country Singer Warren Zeiders Will Step Onto the Auction Block to Help Sell the Pairing



MasterCraft's restored 1975 "Stars & Stripes" ski boat makes its debut at the 2026 SEMA Show ahead of its charity auction at Barrett-Jackson Scottsdale in January 2027.




Master Craft



VONORE, Tenn.--(BUSINESS WIRE)--MasterCraft Boat Company, a subsidiary of MasterCraft Boat Holdings, Inc (NASDAQ: MCFT) and the best-selling towboat brand, and RealTruck, America's leading truck accessory brand, today announced at Specialty Equipment Market Association Show (SEMA) that the reimagined and customized Chevrolet Colorado paired with MasterCraft's iconic 1975 "Stars & Stripes" ski boat will be up for auction during Barrett-Jackson's 2027 Scottsdale Auction, January 23-31 at WestWorld of Scottsdale.

The restored 1975 MasterCraft "Stars & Stripes" ski boat and matching custom Chevrolet Colorado bring together iconic American design and modern craftsmanship.

Share

Before crossing the auction block, the pairing will take center stage during the opening weekend of Barrett-Jackson's 2027 Scottsdale Auction, where MasterCraft will sponsor the VIP Guest event. The custom truck and restored Stars & Stripes boat will be displayed for an exclusive gathering of hundreds of high-profile collectors and enthusiasts, offering guests an early look at the one-of-a-kind builds. MasterCraft will also have one of its newest X series models on display, bringing together the brand's latest performance and design with one of its iconic classics.

With Barrett-Jackson waiving all fees and commissions, 100% of the hammer price from the sale of the pairing will benefit Building Homes for Heroes, a national nonprofit that builds and modifies homes and gifts them, mortgage-free to veterans, first responders, and their families. The organization is celebrating its 20th anniversary in 2026 and will mark another major milestone on Dec. 16 in Dallas, Texas, with the gifting of its 500th home.

The auction marks the culmination of a collaboration between MasterCraft and RealTruck that brings together two distinctly American brands while creating an opportunity to support the men and women who have served their communities and country. Warner Records artist Warren Zeiders, who has been closely involved in the project, will continue to use his platform surrounding the builds and auction to help raise awareness and funds for Building Homes for Heroes and its mission. Zeiders will join Barrett-Jackson Chairman and CEO Craig Jackson on the auction block to help drive bids for the pairing. In addition to taking home the pairing, the winning bidder will receive VIP concert tickets, an exclusive meet-and-greet experience with Zeiders and a personally signed guitar.

“Working with RealTruck on this project has been a great partnership and a fun way to celebrate the American spirit through our shared craftsmanship and performance,” said Krista Schipner, Senior Vice President of Marketing and Communications for MasterCraft Boat Holdings, Inc. “Barrett-Jackson is the next step in that collaboration. We’re excited to be part of the Scottsdale event, from sponsoring the VIP Guest experience to seeing this unique pairing cross the auction block. The Stars & Stripes is such a special piece of MasterCraft history, and we hope it finds a new home with someone who appreciates the story behind it. Knowing it’s all supporting Building Homes for Heroes makes it even more meaningful.”

“Having debuted a series of unique builds on the auction block this past year, returning with this truck marks an exciting next chapter in our commitment to innovation in aftermarket customization,” said Lee Riser, Vice President of Marketing for RealTruck. “Partnering with MasterCraft on this Americana-themed collaboration is such a fitting tribute to the American craftsmanship that defines both companies, and the auction proceeds will allow us to support a great national organization.”

“I’ve always been a classic car enthusiast, so getting to be part of the Barrett-Jackson auction is exciting in itself. But to have a role in bringing this one-of-a-kind boat and truck pairing across the block makes it even more special,” said Warren Zeiders. “I’m looking forward to being there, feeling that energy and hopefully seeing this partnership between RealTruck and MasterCraft generate some great support for Building Homes for Heroes and the incredible work they do for veterans and first responders.”

“Barrett-Jackson has a long, proud history of supporting our nation’s military and first responders, and we are honored to feature this incredible collaboration from MasterCraft and RealTruck on our auction block in Scottsdale,” said Craig Jackson, chairman and CEO of Barrett-Jackson. “This truck-and-boat pairing is a spectacular showcase of American craftsmanship and styling, and having Warren Zeiders join us on the block will only amplify the energy in the auction arena. We are waiving all fees and commissions so that 100 percent of the hammer price goes directly to Building Homes for Heroes, helping them continue their vital mission of gifting mortgage-free homes to the brave men and women who have sacrificed so much for our communities and great country.”

See below for more on the boat and truck.

Restoration of the Iconic 1975 “Stars & Stripes” Boat

At the heart of the collaboration is the restoration of one of the most iconic boats in MasterCraft history. Originally introduced in the 1970s, the MasterCraft Stars & Stripes helped establish the company as an elite leader in the towboat industry and became synonymous with competitive water skiing. Featuring a patriotic red, white and blue design, the legendary tournament ski boat helped define the standard for waterski performance during its era and remains one of the most sought-after MasterCraft classics among collectors and enthusiasts today.

Custom Chevrolet Colorado

The classic design bridges yesterday’s boat and today’s truck, connecting timeless character with modern American innovation. Inspired by the classic two-tone paint jobs of a 1985 square-body Chevy truck, and building on the 1975 MasterCraft Stars & Stripes boat theme, the distinctive color is a fusion of design and style that forms a striking combination

on both land and water. From its Ohio-made RealTruck's A.R.E. Z2 Cap, to the America 250 flag prominently placed on the roof, every detail was chosen to celebrate American innovation and patriotism. The truck also features the RealTruck A.R.E. Rod Pods (pole holders), A.R.E. Ascend Roof Basket, Elevate Rack and Go Rhino Xplor Lighting, and a DECKED Storage System.

The pairing will be on display throughout the week at SEMA giving visitors a chance to take a closer look at the one-of-a-kind collaboration.

The Scottsdale Auction in January will broadcast live on History and FYI, Barrett-Jackson.com and Barrett-Jackson's YouTube channel. To learn more about bidding or attending the event, please visit: Barrett-Jackson.com.

For more information, please visit RealTruck.com, Barrett-Jackson.com and Building Homes for Heroes.

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 RealTruck

RealTruck is America's leading truck accessory brand, built on a foundation of American Innovation. We design, build, and deliver products for the builders, makers, and drivers who rely on their trucks every day—combining real-world functionality with thoughtful engineering.

Headquartered in Ann Arbor, Michigan, RealTruck's 6,000 associates operate across 78 facilities on four continents, supporting a portfolio of trusted brands including Husky Liners®. With more than 1,000 patents and pending applications, our products are developed with a focus on durability, performance, and ease of use.

Through an omnichannel approach, RealTruck delivers a seamless consumer experience online at RealTruck.com, through a network of more than 12,000 dealers, and in partnership with leading OEMs.

We Are American Innovation.

For more information, visit www.realtruck.com

About The Barrett-Jackson Auction Company

Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson, The World's Greatest Collector Car Auctions, is the leader in collector car auctions and automotive lifestyle events, which include authentic automobilia auctions and the sale of private collections. Welcoming hundreds of thousands of attendees per year, Barrett-Jackson hosts live collector car auctions in Scottsdale, Arizona; Palm Beach, Florida; Columbus, Ohio; and Las Vegas, Nevada, where thousands of the most sought-after, unique and valuable vehicles cross the block in front of a global audience. In addition to the four main in-person events, Barrett-Jackson holds several Digital Select Auctions throughout the year. With broadcast partner A+E Networks, Barrett-Jackson features live television coverage of their events on FYI and HISTORY, as well as "All the Cars, All the Time" via their produced livestream on Barrett-Jackson.com. Also based in Scottsdale, the Barrett-Jackson Collection Showroom offers a rotating selection of premium vehicles that meet the high standards for which the company is known. Since 1971, Barrett-Jackson has helped raise over $173 million to support more than 200 local and national charities. For more information about Barrett-Jackson, visit www.barrett-jackson.com, or call 480-421-6694.

About Building Homes for Heroes

Building Homes for Heroes builds and gifts mortgage-free homes, and completes home modifications, for veterans, emergency first responders and their families, and provides further services along their road to recovery to help them live a promising and fulfilling life ahead. The organization reached a 96% program rating in 2025, the 14th straight year earning a program rating of at least 93%. It also received a perfect 4-star rating from Charity Navigator for seven straight years, including a 100% in transparency and accountability. Since inception, Building Homes for Heroes has constructed, modified, and gifted more than 470 homes, with support from corporations and groups including Lowe's, Chase, SAIC and many more.

Learn more at buildinghomesforheroes.org/.

About Warren Zeiders

Hailed as “one of country music’s most unique new male voices” (Grammy), Warner Records artist Warren Zeiders has cemented himself as one of the genre’s top powerhouses. At just 27, the Pennsylvania native has already made an undeniable mark on the genre, with more than 4.2 billion global career streams, 2 billion TikTok views and 6.4M million monthly listeners on Spotify. Zeiders’ recent drops include the sweeping, country-rock “Days of My Life” and thrilling “Drinking Game,” teasing more music throughout 2026. He’s currently on his first-ever world tour, playing performances across the United States, Europe and Australia.

Last year, he released his 21-track album Relapse, Lies, & Betrayal, encompassing heartbreak, personal evolution, and emotional healing. Zeiders was also on *The Tonight Show with Jimmy Fallon, The Kelly Clarkson Show*, GQ’s Real-Life Diet and People Magazine’s Sexiest Man Alive. In 2024, he won a CMT Award for “Breakthrough Male Music Video of the Year”, earned two, fan-voted PEOPLE’s Choice Country nominations, was featured on the star-studded Twisters Soundtrack, and earned his first No.1 Single with his RIAA Double Platinum Certified “Pretty Little Poison” (which was the No. 2 most-played song on all of Country radio in 2024).

Warren Zeiders Socials:

Facebook | Instagram | Twitter | TikTok | YouTube | Spotify

Contacts

Media Contacts:

The Brand Amp

RealTruckPR@thebrandamp.com

MasterCraftPR@thebrandamp.com