

## **MasterCraft Reveals New 2010 Innovations**

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Even an average Joe gets lucky and shows strength every once and awhile but it takes an extraordinary company to show strength all the time. With the introduction of its 2010 innovations, MasterCraft once again leaves the average Joe behind and steps into the realm of exceptional.

First up, MasterCraft's newest form of eye candy, the obviously named MasterCraft BIG (Boat Instrument Gauge) – this beautiful, crystal clear and easily navigable 6" display is more computer than gauge. It allows you to see all the typical information you are accustomed to like fuel, temperature, speed and cruise settings but the MasterCraft BIG takes it a step further, enabling the boat operator to set up rider preferences for ballast and surf tabs, watch video footage from the tower camera after a session or to pipe in a DVD from the optional Clarion CMV1 for those times when you are anchored off and still want to be entertained. Bottom line, the MasterCraft BIG will make a huge difference in how you drive, ride and relax.

But aesthetically speaking, what good is a stunning new display like the MasterCraft BIG without refined regalia around it? Well, enter the new dash. The distinctive new dash makes a point to surround the MasterCraft BIG with spectacular "look-at-me" detail and awe-inspiring beauty. Fashioned out of billet aluminum, the intricate bezel double black, red lit gauges will draw the attention of any driver while the dazzling aircraft-style cargo toggle switches and new tri-spoke steering wheel will make it seem like you could be in a dream.

While the new toys at the dash capture dad's attention, MasterCraft thought they might throw something in there for the YouTube generation as well. Cleverly designed into the tow point is the optional state-of-the-art tower camera, intended to follow all the action behind any tower-totin' MasterCraft. Using the boat's best vantage point, you can capture video of those championship moments and then watch the replay directly on the BIG

Screen. Exclusively produced for MasterCraft, our advanced camera captures high resolution video and is designed to handle the rugged marine and ultra-high vibration environments.

Not to be left out is the growing army of wake surfers. While other companies claim to have an edge on surfing, MasterCraft believes such a claim can't be made for simply having a special exhaust system. To be a real surf boat, MasterCraft understands the surfer wants to control the wake, not the exhaust, to the nth degree. This year MasterCraft has not only added the optional plug n' play ballast system, which means the boat comes ready-plumbed to add additional ballast sacs to the already monstrous amount of standard ballast, but once again MasterCraft has taken it one step further. Now you can elect to add the surf tabs with accompanying rock n' roll toggle switch to easily fine tune any wake for any level of surfer.

Finally, MasterCraft has upgraded its killer sound system as well. The standard Clarion CMD6 has much improved functionality, including a seamless interface with iPods. But if this is not enough, upgrade to the Clarion CMV1 and add DVD functionality to your set up. Either way, those looking for a good time on your MasterCraft will not be left disappointed.