



SEVEN KEYS TO BUYING YOUR NEW TOWBOAT— AND WHY IT SHOULD BE MALIBU OR AXIS





KEY #1: Quality at All Costs

When selecting your new towboat, build quality should be first and foremost. You'll want to select a boat that will maximize your time on the water with family and friends, a boat built to withstand regular, even daily use while continuing to deliver optimal performance.

What you don't want is a tower that shakes when you're pulling a rider or storage compartments that won't stay shut. You don't want a boat that passes the eye test but fails the stress test—and that's why you want a Malibu or an Axis.



LEGENDARY CRAFTSMANSHIP IN EVERY BOAT

When you ask the right questions, and look closely at every manufacturer, you'll soon discover that no other brand comes close to matching the build quality of a Malibu or Axis boat. It starts at the Malibu factories in Loudon, Tennessee and Albury, New South Wales, Australia, where world class engineers and highly trained technicians collaborate to handcraft each boat from start to finish. Every Malibu and Axis model travel down the same production line—oftentimes side by side—with the same impeccable craftsmanship and attention to detail.

During the build process, Malibu implements more quality control checks than any other manufacturer—every component, every wire, every bolt, no matter what, no matter where, is tested again and again to ensure the highest level of quality. Before a new Malibu or Axis leaves our factory, it has to pass thousands of unique quality assurance inspections throughout every stage of the build process, including rigorous lake-testing on the Tennessee River just 200 yards away.

In fact, our technicians are rewarded for identifying and correcting any quality concerns, and they proudly embrace a rich tradition of meticulous craftsmanship that has been at the cornerstone of Malibu's employee culture since its inception over 35 years ago.

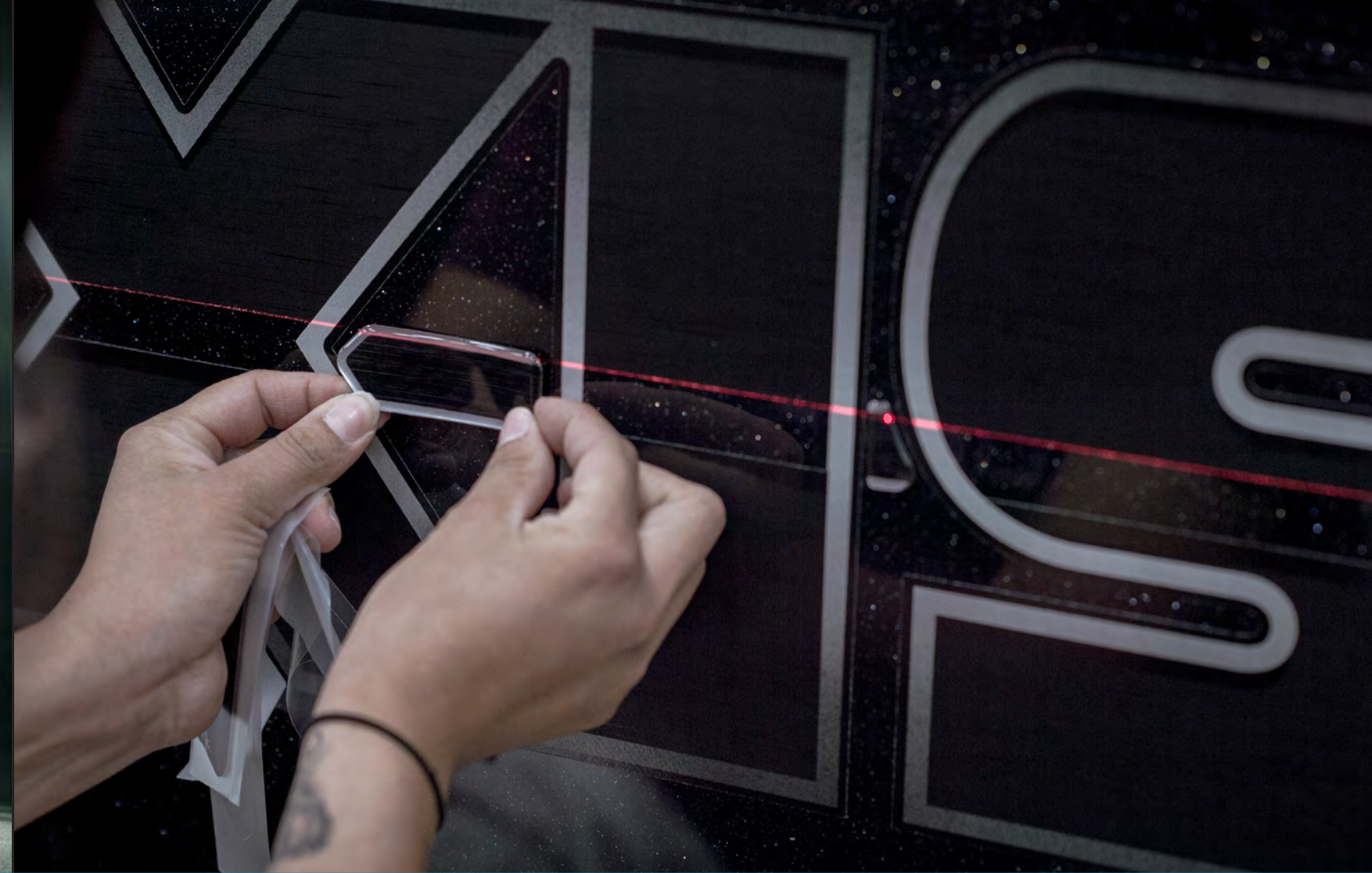


SUPERIOR MATERIALS

The superior quality of Malibu and Axis boats is a byproduct of superior materials. We use thicker, dual-density foams in our upholstery for unsurpassed shape and comfort. We use more layers of fiberglass than any other manufacturer for a stronger, more responsive hull. Our billet and stainless parts are not imported from China or made by a small middleman at increased markup—rather, they are crafted and machined in Malibu's own machine shop in Merced, California. In fact, we are the only manufacturer to have our own machine shop, driving quality to the most minute level.

We also utilize the patented Fiberglass Engine Chassis System (FibECS) on every Malibu and Axis hull. Though it rests unseen at the core of the boat, our FibECS system contributes greatly to the smooth, vibration-free ride you will experience in your Malibu or Axis boat. Through-bolting the engine to the FibECS spar makes a stronger hull, and its molded air induction system directs fresh air to the engine intake for optimal performance.

Not to overlook the slightest detail, we even use higher-end thread than every other manufacturer when hand-stitching our upholstery. That's because at Malibu, you can count the quality one stitch at a time.



5 YEAR FULL FACTORY WARRANTY

We back our products with an industry-best warranty program. Five years! Period! No small print, no graduated warranty based on the age of the boat, like our competitors. First, we guarantee our entire boat structure with a Lifetime Warranty, including hulls, decks, stringers and major build components. Then, we cover the powertrain, components, interiors, upholstery and trailers with a Full Factory Five-Year Warranty.

You're not going to find that kind of build quality confidence from any of our competitors. While they might claim to have a comparable warranty to Malibu, read the fine print and you'll find many manufacturers limit their coverage, which could result in an abbreviated warranty, lots of red tape and a higher cost of ownership for you, the customer.

Every single Malibu and Axis boat is built with loving care, crafted for you with the same attention to detail as if it were intended for our own family's slip or garage. Because at Malibu, we are committed to standing behind our product and ensuring that you, our valued customer, makes a lifetime of memories on the water, in our boat.



KEY #2:

Live it. Love it. Build it.

To build the best boats, you'll need to spend countless hours on the water, understanding every nuance of the product and recognizing how you can perfect it. It needs to be your passion, not just your profession. And that's what separates Malibu and Axis from all other boat manufacturers.



THE POWER OF LOVE

The Malibu story began in 1982, when a group of six waterskiers set out to build a superior boat to the product offered by MasterCraft, Nautique or any other manufacturer. So, that's what they did—and that's what Malibu has been doing ever since.

Over the past 35 years, Malibu has remained laser-focused on producing the best performing, most innovative, highest quality boats in the industry. So, we invest in the most qualified professionals to design and build those boats.

Today, Malibu employs more degreed engineers than any other towboat brand, and our engineers embrace the same passion for watersports that our founders shared. That thirst for unparalleled on-the-water performance drives our engineers to consistently out-design, out-perform and out-passion the competition. They live it, they love it and they build it.





KEY #3:

Demand Innovation, Not Imitation

Here's a hidden truth about the towboat industry that you should know when making a purchase decision—there is one clear leader and lots of followers. That leader is Malibu, and it's been that way since 1982.

Malibu's reputation was built on innovation, and that means pushing boundaries, embracing the latest technologies, refusing to be satisfied with the status quo and investing the time, effort and resources required to develop new, industry changing products. No other boat builder can claim—at least not honestly—to have brought as many innovations to market as Malibu, to the ultimate benefit of you, the consumer.





DEDICATION TO INNOVATION

- First sport-specific hull
- First hull specifically designed for wake generation
- First onboard computer in 1994
- First wakeboard specific boat in 1998
- First and only Wedge hydrofoil technology—current evolution is Power Wedge II™
- Surf Gate®, the original and undisputed “game-changer” and the first patented wave generation and customization system
- Surf Band™, the first patented, wearable remote technology that enables riders to control surf settings, boat speed and even speaker volume from the water
- First manufacturer to hand-craft and hand-wrap our dashes
- First L-shaped tanks for superior ballast capacity and increased storage
- First patented swivel-head tow pylon for buttery turns
- First manufacturer to design a crossover towboat for high-end performance in multiple watersports disciplines
- First and still only manufacturer to offer ski and wake-specific hulls
- First touchscreen technology in a watersports towboat
- First 12-inch touchscreen in a watersports towboat
- First brand to embrace vertical integration—manufacturing in-house what most other companies outsource—for improved quality, function, performance and value to you, the customer
- First integrated RGB LED light controller
- First integrated plug-n-play stereo with digital sound processor (DSP) technology
- First manufacturer with hardwired steering wheel controls
- First brand to offer custom gelcoat and metal flake colors
- First bimini designed with surfboard and rope storage

Meanwhile, our competitors have consistently copied us through the years and continue to do the same today—but, as Charles Colton so eloquently stated, “imitation is the greatest form of flattery.”

COMMAND CONVENIENCE

In 2008, Malibu was the first towboat manufacturer to employ LED touchscreen technology while competitors tried their best to tout antiquated toggle switches.

Fast forward to present day, and those same competitors have quietly reversed course and are attempting to emulate the industry-leading touchscreen technology pioneered and perfected in the Malibu factory.

While the competition was focused on a single sport and working to create bigger wakes through hull design, Malibu was innovating with the use of our Hard Tank Ballast System and Power Wedge technology—giving customers the ability to create wakes and waves without sacrificing performance.

Unfortunately, despite the fact that Malibu has clearly demonstrated the superiority of hard tank ballast, some towboat manufacturers continue to utilize inferior, less expensive alternatives for the sake of profit. The impact on you, the customer, is lesser quality, diminished value and disappointment on the water due to the inability to create the best wakes and waves.



MULTISPORT

Another example of Malibu's innovation is the multisport category, which we pioneered. We were the first manufacturer to create a crossover model to deliver high-end performance for water skiing, wakeboarding and wakesurfing.

In recent years, our competitors have followed suit, reconfiguring their model lineups in an attempt to market the versatility that Malibu has provided for decades. And for those of you interested in the science of crossover technology, be forewarned—because despite what our competitors might claim, there is no such thing as a true 23-foot or larger crossover.

Regarding Malibu's unrivaled wave and wake customization technology, our competitors tried so hard to copy it that almost every one of them were eventually compelled to pay us royalties for infringing on our patented design and intellectual property—including MasterCraft and Nautique. In fact, there are now nineteen (19) companies under Malibu's surf IP licensing.



AXIS WAKE RESEARCH

In the 2009 model year, Malibu introduced Axis, the industry's fastest-growing brand since that time. Axis carries many of Malibu's proprietary innovations while providing optimum value. With Malibu-engineered running surfaces and the exclusive Performance Surf Package™ (P.S.P.) that includes Surf Gate with Surf Band and, new for 2018, Power Wedge II, along with best-in-class maximum ballast, Axis delivers incredible wakes and waves at a value price.

Since 2009, Malibu CEO Jack Springer has championed vertical integration while leading the company to record growth. Due to that focus, we now make custom Malibu and Axis trailers at our factory, designed exclusively for the size, weight and dimensions of our boats. That means a smoother pull, less stress on your vehicle, improved fuel economy and a streamlined launching and trailering experience.

In addition, Springer's aggressive vertical integration strategy has led us to build our own towers and many of the key stainless and billet parts that go into our boats, including board racks. Vertical integration has reduced the time from concept to market, improved quality and reduced the cost to you, the customer, by eliminating the markup from a middleman.





KEY #4:

Superior Surf Technology Results in a Superior Experience on the Water

When it comes to surf technology, being the best matters—no matter what our competitors tell you. Simply put, if you don't have Malibu's Integrated Surf Platform™ (I.S.P.) or the Axis P.S.P., you won't be able to generate big, solid, curling waves, customizable by size, shape and length to the capabilities of every rider.

Our surveys show that 88 percent of customers identify wakesurfing as their primary watersports activity. You too, right? Well, if you want to have the best wakesurfing experience, you'll want to invest in the world's best wave creation and customization technology. As a matter of fact, Malibu owns more patented technologies for wake and wave creation and customization than all other brands combined.





INTEGRATED SURF PLATFORM (I.S.P.)

I.S.P. combines multiple patented and proprietary Malibu technologies to create the watersports industry's most robust wave and wake generation capabilities, and represents the culmination of years of research and development. It incorporates an array of technologies that have revolutionized professional and recreational wakesurfing and wakeboarding, setting the standard for the watersports industry—Surf Gate, Power Wedge II, Surf Band and the Wake Plus Hull.

For decades, wakesurfers tried just about everything to make a wave behind a boat. Then, in 2012, Malibu revolutionized the sport of wakesurfing with Surf Gate. High-speed hydraulic actuators drive the Surf Gate panels, redirecting the wake to instantly create an endless wave on either side of the boat with the push of a button.

We are the only manufacturer to use hydraulic actuators rather than electric actuators—just one more example of Malibu quality. Sure, hydraulic actuators are more expensive, but the quality difference is huge and more than worth the investment. Simply tap the Viper II Command Center 12-inch touchscreen or use the Sport Dash™ to adjust the wave's size, length and shape. No other technology can compare to Surf Gate's capabilities, customization or ease of use.

Malibu's ballast-generating technology is also unmatched in the watersports industry, and that's important if you want to create and customize big waves and wakes. Power Wedge II is a patented hydrofoil equipped with hydraulic actuators that produces up to 1,500 pounds of simulated ballast for maximum water displacement.

So, when you're comparing brands this boat show season, be sure to ask about surf technology—because the better the waves, the better time you'll have on the water with your family and friends.

POWER WEDGE II & SURF BAND

It's the world's most customizable hydrofoil, with almost limitless settings to meet the needs of every rider. Power Wedge II also has a lift position that enhances the boat's ability to plane quicker, allowing customers to add more weight while reducing time to plane by 50 percent.

Drivers can easily and quickly control the size, length and shape of the wake by adjusting the Power Wedge II settings from the Viper II Command Center's 12-inch touchscreen or with the Sport Dash dial, while riders can control it from the water with Surf Band. For maximum wake creation, it just takes the tap of a finger to instantly engage model-specific ballast technologies such as the MaxBallast L-Shaped Hard Tank Ballast System, Quad Hard Tank Ballast System or Triple Hard Tank Ballast System, and the Viper II Command Center is even optimized to automate the optional Plug 'N Play bag system.

The exclusive Surf Band wearable wrist remote gives riders the power to control all surf related settings from the water. Just tap as you ride to customize Surf Gate or Power Wedge II settings as well as boat speed and—new for 2018—even tower speaker volume.



COMMAND CENTER

Malibu's water-manipulation technology is built upon complex hydrodynamic science, but it's simple to use. The Viper II Command Center is standard on all Malibu Wakesetter and M-series models, enabling fingertip control of the ballast, Surf Gate, Power Wedge II, navigation, rider presets, media and more.

- Industry-leading 12-inch digital touchscreen with customizable menus and rider presets
- Control the Power Wedge II, Surf Gate, speed and stereo from the optional Sport Dash
- Enhance rider safety with the optional wakeview camera
- "Go Home" button drains ballast, disengages Surf Gate, stows Power Wedge II and deactivates cruise control



HULL & BALLAST

Finally, Malibu's proprietary Wake Plus Hull plays a key role in wake creation. Not only does the Wake Plus Hull's design enable the boat to glide effortlessly through the water, it also enhances wake size and shape. In addition, the unique Wake Plus Hull depth creates room for the Hard Tank Ballast System and MaxBallast L-Shaped Hard Tanks for superior ballast capacity and increased storage.

Malibu extended many of its industry firsts into the creation of Axis, introducing the world's best wave creation technology to even more customers. For example, the Axis P.S.P. includes many of the same features as our top-of-the-line Malibu boats. Surf Gate, Power Wedge II and Surf Band are all available on Axis models and easily controlled with the touch of your finger in a state-of-the-art cockpit—all at a price that's easy on the wallet.

No other manufacturer can even begin to compare with the versatility, ingenuity and intelligence of Malibu's I.S.P. or the Axis P.S.P. Every one of them has tried—and failed—to emulate Malibu's surf technology. In the process, nearly all of our competitors infringed on our patents, forcing us to successfully engage in legal action to protect our proprietary and industry-leading intellectual property.





KEY #5: Ergonomics is a Necessity

When you spend any time in a boat, you quickly realize that ergonomics is critical to your ability to enjoy the experience. If driver and passenger comfort and ease of use aren't a priority during a boat's design process, you're not going to enjoy your time on the water—and neither will your family.

From comfort to performance, Malibu designs its boats from the perspective of you, the customer. And that's just one of many reasons why more than 50 percent of all Malibu and Axis customers each year are repeat buyers.



IMPORTANT QUESTIONS

Here are some important questions you'll want to ask about ergonomics when looking at our competitors:

- Are the seats comfortable? Oftentimes our competitors use inferior foam that is thin, hard and doesn't hold its shape over the life of the boat.
- Does the driver have ample room in the cockpit? A narrow, confining helm is miserable for the driver.
- Can the driver adequately see through the windshield with the bolster seat and power seat providing the ergonomic lift needed? In some of our competitors' boats, drivers often have to cross one leg underneath for extra height—talk about uncomfortable!
- Can you easily turn to face the rider when in the helm seat? Be sure to try it in any of our competitors' boats,
- Are the controls placed within the driver's sightline? This is an important safety issue.
- Is there enough storage and is it accessible? Accessing poorly designed storage compartments is frustrating.
- Is there an abundance of cupholders? You can never have too many!
- Do you have adequate clearance beneath the tower speakers? You do NOT want to hit your head.
- Can your passengers comfortably view the rider behind the boat? They will want to and for the safety of the rider, they need to!
- Is the touchscreen menu intuitive and easy to navigate? We've seen the others and all we can say is, good luck!
- Is the deck padding soft on your feet and does it deflect heat? You want to make sure your feet are comfortable—no shoes in the boat!

If the answer to each of these questions is not a firm "yes," then buyer beware. When you test drive a Malibu or an Axis, you'll be amazed at the attention to ergonomics, comfort and luxury, and you'll quickly see that these questions will be answered with a resounding "yes"—anything less is unacceptable.



IMPORTANT QUESTIONS

First, you'll notice the roominess of the Malibu and Axis cockpits—they're deeper, wider and have more space than any other brand, foot-for-foot. For the same room in a competitor's boat, you'll need the next size up. That's expensive!

Similarly, the Malibu and Axis helm seats are deeper at the leg, back and posterior angles, and they're firmly affixed to a four-point base mount. Feel beneath one of our helm seats and you'll notice finished upholstery, whereas our competitors just staple the vinyl in place and call it a day.

Then, you'll find more cupholders in Malibu and Axis boats than you ever thought you'd need—and you'll use them all. You'll also find that the storage is deeper and more accessible than any other manufacturer.

Malibu and Axis combine to offer the most expansive product lineup in the industry, featuring a wider array of boat sizes and styles than any other brand, with an incredible selection of standard and optional features.

In addition to having more choices for boat buyers than any other manufacturer, we are the leaders in bringing the most all-new boats to market each year due to our commitment to listen to you, the customer.

Your new boat is a significant investment, a fact that we understand, respect and appreciate. That's why we design our boats with YOU in mind.





KEY #6: Pick Your Boat Dealer Wisely

Your boat shopping experience shouldn't be like buying a car, but unfortunately, some of our competitors still rely on sleazy bait-and-switch tactics where they advertise a low price for a completely stripped down base model and then try the high-pressure upsell.

At Malibu and Axis dealers, you will enjoy your purchase experience, not dread it. Our dealers will work with you to find the right boat for your specific situation and interests, and they understand that the sale is just the beginning of what oftentimes becomes a lifetime relationship. From pro shop to winterization to storage to service, you will get to know and trust your Malibu and Axis dealer. In many cases, that dealer will become a family friend. True story.



200 LOCATIONS WORLDWIDE

Malibu is proud to feature the watersports industry's strongest dealer partners. We are confident that you'll find your local Malibu and Axis dealer principal and staff to be of the highest integrity. Most of our dealers—and we have over 170 partners with more than 200 locations worldwide—are longtime members of the Malibu and Axis network, which means they have a deep knowledge about the product.

Malibu dealers were the first to offer Dare to Compare events around the country and invite the competition to our demo days, allowing customers to test multiple brands side-by-side. This willingness to take on competitors head-to-head demonstrates the deep belief that our dealers possess in the product they sell.

Pre- and post-sale, our dealers will be there to provide assistance and information—whether it's deciding what model will work best for your family, designing the color scheme, selecting options, learning how to use your new boat or setting up the surf system to optimize the wakes and waves for whatever disciplines might provide the escape and enjoyment you are looking for, your Malibu and Axis dealer will be available to help. Unfortunately, the same cannot be said about every dealer in the marine business, which is why we take so much pride in having the best dealer partners in the industry.

And like you, our dealers have a passion for watersports and spend a great deal of their free time on the water in their Malibu and Axis boats. At Malibu, it's not just about making a sale—it's about establishing a relationship. Because when you purchase one of our boats, you become part of our family.





KEY #7: The Truth is on The Water™

Here is another important key when shopping for a boat—in the marine industry, many companies make claims without the facts to back them up. So, when you hear our competitors make claims about how they can match the performance of Malibu or Axis, don't just take their word for it. Test drive a Malibu or Axis and see for yourself.

Why are we so confident you'll fall in love with Malibu or Axis when you take it for a test drive? Because on average, eight out of 10 customers choose a Malibu or Axis after test driving it against our competition, and our brands account for approximately 50 percent of all towboat sales each year, worldwide.



TEST DRIVE

When you test drive a Malibu or an Axis, you'll quickly see that they are hands down the best-performing, highest quality, most luxurious and ergonomically advanced boats on the market today. And when you're on the water, you will see, feel, hear and experience the attitude, agility and assertiveness that make Malibu and Axis so exceptional.

No words can adequately measure the quality and performance that distinguish our boats from all other brands. You'll witness firsthand the incredible attention to detail that results in unmatched fit and finish, highlighted by plush, handstitched upholstery and clean design lines.

Then you'll be amazed by the rapid time to plane that Malibu and Axis models deliver, with minimal bow rise, due to the lift mode on our patented Power Wedge II hydrofoil along with propriety hull design features. Once on plane, our patented counterbalanced rudder arm enables one-finger steering and ultra-precise tracking for unparalleled responsiveness and stability, free of roll or sway during even the tightest turns.

No matter the model, the handling, tracking and agility of a Malibu or Axis are immediately evident. It is responsive and intuitive, enabling you to easily maneuver in close quarters while also maintaining course in rough waters.



TEST DRIVE

Tow quality is critical, and what you'll notice about a Malibu or an Axis is that they are weight forgiving, meaning they are stable in the water when towing a rider. In contrast, many of our competitors' boats tend to be so weight sensitive that even the slightest movement by passengers can destroy the wake's symmetry.

This same weight sensitivity causes the watercraft to roll over when a skier or boarder pulls hard on the rope and forces the rider to pause so the boat can catch up before approaching the wake. Not so with Malibu or Axis—our boats are built for performance.

The fact that more customers choose Malibu and Axis boats than any other brand has been verified by Info-Link, an independent market research company that measures data on the outdoor recreation industry. Info-Link reports that Malibu is the world's #1 best-selling towboat brand, manufacturing and selling more boats every year than any other company by a wide margin.

Anybody can talk a big game, but on the water, behind the wheel, behind the boat—that's where the facts come to light, and that's why year after year, test drive after test drive, consumers like you have made Malibu the world's #1 best-selling towboat brand. And that's a fact.

THE TRUTH IS ON THE WATER

—test drive a Malibu or Axis and see for yourself.



