



Axis Wake Research, a new brand and model by Malibu Boats Pty Ltd
May 5

New generation of wakeboard boat launched at Mulwala Water Ski Club

The Australian / Asian launch of the latest in wakeboard boat design and technology was held at Mulwala Water Ski Club last Thursday with the unveiling of the Axis Wake Research A22.

Axis Australia is a joint venture between Malibu Boats Pty Ltd whom are base in Albury and Axis Wake Research from the USA who are committed to delivering a cost effective boat that can produce tournament style wakeboarding wakes.

The launch featured key representatives from Malibu Boats Pty Ltd including company founder and managing director Xavier West and David Thorpe national marketing & dealer development manager as well as Adam McCall managing director of Axis Wake Research which is based in Knoxville Tennessee USA.

A pair of stunning looking A22s were displayed on the lake's edge at the ski club where boat dealers, Malibu Pro riders and media from around Australia inspected every nook and cranny of the new designs.

The boats and dealers were then taken out onto the water for a practical demonstration on Lake Mulwala.

The A22s have a proposed recommended retail price of sub \$70,000 inc GST and feature as standard Indmar AR 335 horsepower engines, board racks, centre flip up seat, rear seating, four blade wake prop 14.5x14.25, cruise control, swivel driver's seat, FatAX wakeboard tower, galvanised tandem axle trailer and much more.

There is also a large range of options including a choice of two sound systems and an Indmar Raptor 400 Saltwater horse power engine.

The A22 is rated for 13 people.

The unique wingless windshield gives the driver easy access to the dock from the driver's seat while docking the boat and allows the driver to talk to a rider in the water without having to stand up and speak over the windshield.

Adam McCall said there were three components that set the A22 above all others – performance, styling and simplicity.

“Its performance creates a wake shape and size that is unmatched by any other boat,” Mr McCall said.

“The styling is clearly aimed at our main market, 25 to 45 year old men, and they will clearly latch onto the look of this boat.

“Through its simplistic design and thoughtful engineering we can also manage the incredible price.”

Although Mr McCall and Axis Wake Research have been developing the partnership with Malibu Boats Australia for a year this was his first visit to Australia.

“We quickly realised Malibu was the right team to be involved with,” he explained.

‘We have complete faith in Xavier’s (West) knowledge and I don’t think we could have asked for a better partner.

“We have allowed the partnership to grow organically, not to force it and we are very confident with our positioning. David (Thorpe) of Malibu Boats Pty Ltd and I have been working closely on the brands strategic launch here in Australia over the past 12 months, both of us being riders, surfers and board sport enthusiasts meant we could gel our ideas on marketing the brand.

“This is a true partnership and they will be building the boats right here in Albury.”

There isn’t much Mr McCall doesn’t know about wakeboarding and boats with 65% of ski boats built in the USA manufactured within 10 miles of his base in Knoxville and a lifetime on the nearby lakes participating in all forms of water sports.

He was impressed with the Mulwala Water Ski Club and Lake Mulwala and said the region reminded him of central California.

Mr Thorpe said Mulwala Water Ski Club was the obvious location for the launch.

“We have a great relationship with the ski club, we do a lot of events together,” Mr Thorpe said.

“Where else would you go when you are an Albury based company?”

Malibu Boats in Albury has been building Malibu USA premium quality American designed ski boats in Australia since 1995 and although the new venture will incorporate Axis Wake Research’s unique design and focus Axis Australia is still owned, operated and manufactured by Malibu Boats.

Where Malibu will always push the limits of technology and boating innovations, Axis will strive to keep costs down through simplicity, cost conscious engineering and lean manufacturing methods.

For more information on the Axis A22 and/ or to arrange a factory tour of Malibu Boats Pty Ltd, 813 Hope Court Albury, phone 02 6040 1174, Email: davidt@malibuboats.com.au visit the website www.malibuboats.com.au.

Malibu history

Driven by the desire to produce something of much higher quality and performance than was available at the time, proprietor and still "hands-on" manager Xavier West approached Malibu in the USA about his ambitious dream.

A meeting with Malibu President Robert Alkema was arranged in California and shortly thereafter, an agreement was reached to build their boats in Australia.

West wanted to build the best boats in the country, and provide water ski enthusiasts with new, state of the art, modern designs that were of a much higher quality than anything else available. This has proven to be a master stroke as Malibu leads the industry with the creation of new and innovative designs like our V25 Wake and Cut Diamond hulls, our Frameless Vented Windscreen and the patented Power Wedge which have helped make Malibu Boats the most popular and desirable family tow boats in Australia today.



David Thorpe from Malibu Boats and Adam McCall from Axis Wake Research with the stunning new A22 wakeboard boat launched at Mulwala Water Ski Club.



Visiting boat dealers check out the new model.



Adam McCall explains some of the many features of the A22.

Photo's courtesy from Les Garbutt and story from Editor Yarrowonga Chronicle Shane Douthie
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