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**Heyday’s WT-1 stirs up the wake sports world**

**with serious wakes, without the serious price tag**

**KNOXVILLE, TN** — Heyday’s WT-1, one of the most innovative wake sports boat to hit the market in decades, was designed to stir the wake sports pot with a simple premise—affordability. The boat was created from the keel up to be different, and purpose built. With prices starting under $40k U.S., the WT-1 gives buyers everything they need to get started.

A complete boat, motor, and trailer package, the WT-1 has an overall length of 19’ 6” and an 8-foot beam, giving it a 9-person capacity. The running surface is a V-hull that has been modified specifically for wake sports, producing its wake board and wake surf wakes without the use of tabs or other wake producing devices.

“Until now, the bulk of wake sports boats on the market have been descendants of waterski tow boats— which were designed to produce virtually no wake—fitted with elaborate wake-producing tabs and gates,” said Heyday’s President, Keith Yunger. “The Heyday design is the product of a clean slate, and reimagining what a wake sports boat can be.”

Key to accomplishing this is the boat’s unique, 117-degree transom angle designed to shape a competition grade surf wave without the use of tabs. Radiused transom corners work in concert with this when the boat is pitched, combining to create a natural curl. For wake boarding, the transom was made unusually wide, which helps cancel out prop torque and preserve the wake symmetry wake boarders value. Both styles are served by the WT-1’s integrated ballast tanks, which are controlled from the helm and can accept up to 1,200 lbs. of water combined.

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To achieve greater displacement, the design employs BailingStrakes™, a Heyday exclusive which are designed to push/bail water from beneath the hull, thereby reducing its resistance to being pushed into the water. This, together with an exceptionally deep aft freeboard, allows the Heyday to displace more water and, in turn, create a bigger wake.

The boat’s layout is as unique as its hull—with a flexible seating system which employs removable backrests that can be moved to various positions. This allows for forward or aft-facing seating, perfect for observing the rider while staying safely and legally inside the boat, per boating safety regulations.

The helm console is positioned in the center—which creates a very social layout. The console contains a roomy storage locker, which has ample room for boards and other gear. The helm keeps all controls at fingertips reach. Toggle switches for ballast, blower, underwater lights, docking lights, and other functions are easy to access. A digital fuel gauge and mechanical speed control are also included with GPS-controlled Zero Off ® speed control offered as a popular option. The helm has a large open space in the center where you can mount an Android™ tablet. Download the Heyday app and it transforms your tablet into an LCD dash display which wirelessly processes engine data including gallons per hour, RPM, fuel, volts, GPS speed, engine hours, oil pressure, and engine temperature. You can also pair the tablet to the standard Wet Sounds™ Bluetooth sound bar to play or sync music, access your GoPro®, social media, and more.

In the cockpit, SeaDek® flooring is located throughout the WT-1, providing a stylish finish that is dry in minutes after a rider gets back inside the boat. With multiple engine manufacturers offering a range of 320-350HP standard, there’s plenty of power to pull riders—even with full crew and ballast. It all adds up to wake-ready value the wake sports market has been lacking—and is more than ready for.

For more information, visit heydaywakeboats.com.

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**About Heyday**

Headquartered in Knoxville, TN, Heyday is a builder of wake sports boats for both wake boarding and wake surfing. Purpose built and value conscious, Heyday’s mission is to make tow-sports activities financially accessible to millennials and the young at heart. Heyday is a brand of Brunswick Corporation (NYSE: BC).

**About Brunswick**

Headquartered in Lake Forest, IL, Brunswick Corporation’s leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Payne’s Marine and BLA parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Heyday, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; InMovement products and services for productive well-being; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

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