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DIGITAL ASSETS

MARKETING RESOURCES

Heyday's Digital Asset Library provides a host of resources you can utilize to engage your customers with compelling branded content and up-to-date product information. Visit the Digital Asset Library for product spec sheets, catalogs, POP materials and other brand assets at marketing.bayliner.com.

HEYDAY IMAGE GALLERY

This is Heyday's easy-to-use online archive of product and lifestyle imagery. The Image Gallery houses three years' worth of product shots, as well as editorial images—all available for download and use for your marketing purposes at https://bayliner.smugmug.com/2023-MODELS

HEYDAY ON SOCIAL MEDIA

Heyday has an ever-growing presence on Facebook, YouTube, TikTok and Instagram, with over 100,000 fans on Facebook alone.

facebook.com/HeydayWakeBoats tiktok.com/@HeydayWakeBoats instagram.com/HeydayWakeBoats youtube.com/@HeydayWakeBoats



(here's why)

PERFORMANCE FOR THE PEOPLE

Our boats produce wakes and waves approved by the pros at prices approved by everyone else—without compromising on expectations.

TOTAL VALUE

Our boats come ready to ride with a trailer and features like GatorStep flooring, automatic speed control, our folding Force Tower and Integrated Wake System (more on those in a bit).

SWEET SIMPLICITY

When your boat is easy to own and easy to use, it's easy to enjoy. With a boat this intuitive, you can start making memories on the water from day one.

UNCANNY QUALITY WITH UNMATCHED STANDARDS

As part of Brunswick® Corporation the world's largest marine manufacturer—Heyday Wake Boats are designed and built by passionate boaters for passionate boaters.

OUR BRAND stands out

IT'S EYE-CATCHING

Heyday leads value through intuitive utility and aggressive aesthetics

BENEFITS:

- > Heyday wake boats are unmissable in the showroom and on the water.
- > Heyday boaters can't help but notice how easy it is to take control at the helm.

YOU GET MORE

Heyday is rich in features and capability

BENEFITS:

- > Budget-minded boaters can't beat what they get in total uptime and performance for the price.
- > Boaters get everything they need (nothing they don't) for total comfort and convenience.

MEANT FOR SPORT

Heyday is built for a purpose and performance

BENEFITS:

- > Heyday wake boats use their hull to create the waves that other competitors can't.
- > Even a novice can feel comfortable and confident riding behind the boat.

THE HUMAN ELEMENT

Heyday is centered around the experience

BENEFITS:

- > Heyday builds and nurtures community on and off the water.
- > Heyday owners feel catered to in uniquely authentic ways.

OUR DEALERS

PROFESSIONAL AUTHENTICITY

Maintain an approachable air without compromising best business practices.

FOCUS:

- > Facility is clean, inviting and fully featured
- > Staff speaks how their customers speak, genuinely excited to initiate new riders

VISIBLE

Engage with your community in positive ways; celebrate local wins that affirm and energize your customer base.

FOCUS:

- > Digitally savvy
- > Promotionally driven
- > Event-minded

CUSTOMER EXPERIENCE

Respect for the customer balanced with an enthusiasm that nurtures our mutual business relationship.

FOCUS:

- > Listen
- > Follow up and through





ADVANCED TALKING POINTS

WHY DO WE SAY OUR BOATS ARE MADE SMArter?

IT ALL COMES DOWN TO 3 SIMPLE THINGS.

HARDTANK BALLAST

Adding weight pushes your boat downward for water displacement (the key to forming a great wake). Our subfloor ballast is built in, eliminating the need to haul around musty bags and freeing up more storage for gear.



TRANSOM

The shape of the back of your boat affects the shape of your curl. Ours intersects with the water at a precise 117-degree angle with soft, radiused corners that throw a reliably clean wave. Every. Single. Time.

FREEBOARD DEPTH

The more hull there is to push down, the more water you push up. So, we design our boats to have higher sides that let the hull plunge deeper.



We call this our Integrated Wake System (IWS) which virtually eliminates the need for expensive wake-shaping gates and tabs.

Learn more about it here.

+ MORE TOWER tech

YOU'D BE SURPRISED HOW MUCH DIFFERENCE YOUR TOWER MAKES. WE DECKED OUT OUR FOLDING FORCE TOWER WITH INTUITIVE TOUCHES ALL OVER.

SURF KNOBS

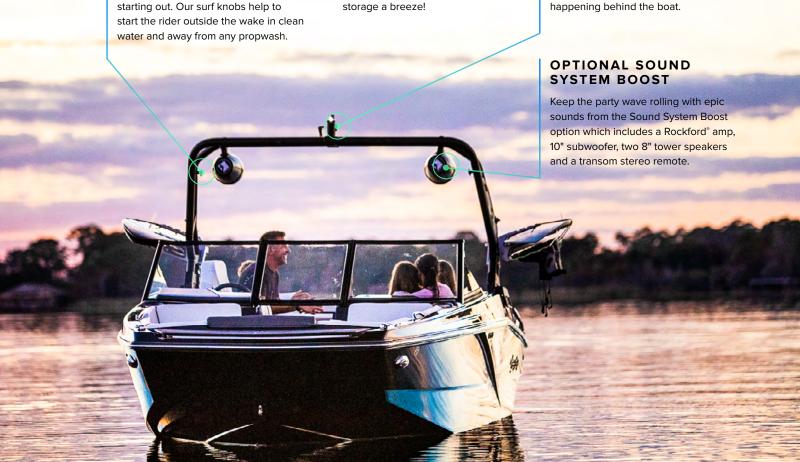
You need them to feed the line just right, especially when you're just starting out. Our surf knobs help to water and away from any propwash.

GAS ASSISTED

Raising and lowering your tower has never been easier, making

OPTIONAL GoPro® MOUNT

You can capture every moment happening behind the boat.





2025 H22: THE NEXT GENERATION



Ballast 2.950 lbs 2

Seating Capacity
14 Persons

 \longleftrightarrow

Hull Length

\$

Performance



Fuel Capacity
40 Gallons

SPECIFICATIONS

Length Overall (LOA) 22' 4"
Beam 8' 6"
Estimated Draft 2' 8"
Dry Weight 5,188 lbs

DESCRIPTION

With the most standard features in its class, the H22 provides elevated styling, intuitive functionality, and thrilling performance, all at a value that allows you to make lasting memories with your friends and family.





STANDARD FEATURES

BASE ENGINE

· Mercury 6.2L 370 HP

COCKPIT

- Rockford Fosgate
 Speakers (4)
- · Cup Holders (18)
- · Grab Handles (6)
- · Pop-up Mooring Cleats (6)
- · Fuel Fill w/ Integrated Vent
- Bolster Helm Seat w/
 Adjustable Slide and Swivel
- · Glove Box
- · LED Courtesy Lights
- GatorStep® Textured Flooring (Two-tone)
- Folding Force Tower (Gas-assist Folding, Surf Knobs and Release Latches)
- Backlit Convenience Pockets (Cupholders, USB Charging Ports, 12V Socket)

ENGINE

- · 12V Blower
- · 500 GPH Bilge Pump (Automatic)
- · Mercury 6.2L 370 HP

TRAILER

- The Double Up (Tandem Axle Painted Trailer w/ Brakes & Steel Wheels and GatorStep® Fender Pads)
- · Bow Step & Spare Tire Cradle

HULL & DECK

- · Bow & Transom Eyes (3)
- · 12V Navigation Lights
- · Stainless Steel Tow Ring
- · Fiberglass Floor Liner
- Built-in Hardtank Subfloor Ballast (2950 LBS)
- Custom Windshield w/ Opening Center Panel & Side Panels (Tempered Glass)
- Removable Swim Platform w/ Grab Handle
- · Transom Walkthrough
- Flip-up Portside
 Chaise Backrest
- Portside Pass-through Board Storage
- · Fire Suppression Port
- · Engine Hatch Cushion
- · Luxurious Quilted Upholstery
- · Integrated Wake System
- · 3 Tracking Fins
- Two-tone Gelcoat Color Scheme
- Accent Bow Lighting
- · Bow Boarding Pad
- · Battery Switch

HELM

- · 9" Multi-function Display Screen
 - · Custom Heyday Control Interface
 - Mercury VesselView and SmartTow (Engine Data, Cruise Control)
 - · GPS Charts
 - Digital Switching Control for Accessories, Ballast, and Systems
- · 12V Horn
- · Side-mounted Engine Control
- · Tilt Steering
- · Custom Sport Steering Wheel
- · Safety Lanyard
- · Convex Ski Mirror
- Wireless Phone Charging Pad & Holder
- · Heated Hatch
- · Quick Reach Storage
- · Driver Storage Cubby
- Ergonomic Footrest and Armrest



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AVAILABLE OPTIONS

ACCESSORIES

- · Surf Pipe
- LED Light Package (Underwater Lights, Cupholder Lights)
- · Swivel Board Racks (2)
- · Bow Filler Cushion
- Wind Dam (Requires Bow Filler Cushion)
- · PTM Pro Ski Mirror
- · Power Platform
- Stainless Steel Package (Cupholders, Grab Handles, Rubrail, Thruhulls)
- · FlipSurf Magnetic Surf Shaper
- · Cockpit Heater
- Sound System Boost (Rockford Amp, 10" Subwoofer, 2x8" Tower Speakers, Transom Stereo Remote)

CANVAS

- Sunshade for Tower w/ Surf Pockets
- · Deluxe Travel Cover w/ Hangtyte

TRAILERS

- The Tantrum: Tandem Axle Trailer w/ Brakes & Alloy Wheels (Black or Galv)
- The Point Break: Tandem Axle Painted Trailer w/ Brakes, Premium Alloys, Bow Ladder w/ Handrails, Back-Lit Logo, GatorStep® on Fenders
- · Spare Tire Cradle

MAIN COLOR

Oxford Pure White

Zeus Black

Storm Gray

Impulse Blue

Scarlet Red

Green Awakening

Nightfall Navy

ACCENT COLOR PLATFORM COLOR

Metal Flake Option Available on All Except Oxford Pure White

Oxford Pure White

Zeus Black

Storm Gray

Impulse Blue

Scarlet Red

Green Awakening

Nightfall Navy

INTERIOR COLOR

Sandbar

Stone



Sandbar



Stone

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2025 H22

2025 H20: HEYDAY'S FIRST 20' WAKE BOAT



Ballast

2

Seating Capacity
12 Persons

←→

Hull Length

S)

Performance



Fuel Capacity

SPECIFICATIONS

· Length Overall (LOA) 20'

- Beam 8' 6"

· Estimated Draft

2' 6" 4,790 lbs

· Dry Weight

DESCRIPTION

Compliant with more regional and regulatory size limitations across the U.S., H20 is a gamechanger, giving more riders the opportunity to make waves and level up their game without sacrificing performance or comfort. New exclusive features and options also give families more time to enjoy what matters.





STANDARD FEATURES

BASE ENGINE

· Mercury 6.2L 320 HP

COCKPIT

- Rockford Fosgate
 Speakers (4)
- · Cup Holders (18)
- · Grab Handles (6)
- · Pop-up Mooring Cleats (6)
- · Fuel Fill w/ Integrated Vent
- Bolster Helm Seat w/
 Adjustable Slide and Swivel
- · Glove Box
- · LED Courtesy Lights
- GatorStep® Textured Flooring (Two-tone)
- Folding Force Tower (Gas-assist Folding, Surf Knobs and Release Latches)
- Backlit Convenience Pockets (Cupholders, USB Charging Ports, 12V Socket)

HELM

- · 7" Multi-function Display Screen
- · Custom Heyday Control Interface
- Mercury VesselView and SmartTow (Engine Data, Cruise Control)
- · GPS Charts
- Digital Switching Control for Accessories, Ballast, and Systems
- · 12V Horn
- · Side-mounted Engine Control
- · Tilt Steering
- · Custom Sport Steering Wheel
- · Safety Lanyard
- · Convex Ski Mirror
- \cdot Wireless Phone Charging Holder
- · Quick Reach Storage
- · Driver Storage Cubby
- Ergonomic Footrest and Armrest

HULL & DECK

- · Bow & Transom Eyes (3)
- · 12V Navigation Lights
- · Stainless Steel Tow Ring
- · Fiberglass Floor Liner
- Built-in Hardtank Subfloor Ballast (2950 LBS)
- Custom Windshield w/ Opening Center Panel & Side Panels (Tempered Glass)
- Removable Swim Platform w/ Grab Handle
- · Transom Walkthrough
- · Flip-up Portside Chaise Backrest
- Portside Pass-through Board Storage
- · Fire Suppression Port
- · Engine Hatch Cushion
- · Luxurious Quilted Upholstery
- · Integrated Wake System
- · 3 Tracking Fins
- Two-tone Gelcoat Color Scheme
- · Accent Bow Lighting
- · Bow Boarding Pad
- · Battery Switch

ENGINE COMPARTMENT

- · 500 GPH Bilge Pump (Automatic)
- · 12V Blower
- · Heated Hatch Storage

TRAILER

- The Double Up (Tandem Axle Painted Trailer w/ Brakes & Steel Wheels and GatorStep* Fender Pads)
- · Bow Step & Spare Tire Cradle



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AVAILABLE OPTIONS

ENGINE

 Coastal Editional Mercury 6.2L 320HP V-Drive

ACCESSORIES

- LED Light Package (Underwater Lights, Cupholder Lights)
- · Swivel Board Racks (2)
- · Bow Filler Cushion
- Wind Dam (Requires Bow Filler Cushion)
- · PTM Pro Ski Mirror
- Stainless Steel Package (Cupholders, Grab Handles, Rubrail, Thruhulls)
- · FlipSurf Magnetic Surf Shaper
- · Cockpit Heater
- Sound System Boost (Rockford Amp, 10" Subwoofer, 2x8" Tower Speakers, 2 Additional Speakers, Transom Stereo Remote)
- · Surf Pipe
- $\cdot \ PowerPlatform^{\scriptscriptstyle{\top}}$

CANVAS

- Sunshade for Tower with Surf Pocket Board Storage
- · Deluxe Travel Cover w/ Hangtyte

TRAILERS

- The Tantrum: Tandem Axle Trailer w/ Brakes & Alloy Wheels (Black or Galv)
- The Point Break: Tandem Axle Painted Trailer w/ Brakes, Premium Alloys, Bow Ladder w/ Handrails, Back-Lit Logo, GatorStep® on Fenders
- · Bow Step & Spare Tire Cradle

MAIN COLOR

Oxford Pure White

Zeus Black

Storm Gray

Impulse Blue

Scarlet Red

Green Awakening

Nightfall Navy

ACCENT COLOR PLATFORM COLOR

Metal Flake Option Available on All Except Oxford Pure White

Oxford Pure White

Zeus Black

Storm Gray

Impulse Blue

Scarlet Red

Green Awakening

Nightfall Navy

INTERIOR COLOR

Sandbar

Stone



Sandbar



Stone

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2025 H20



2025 WT2: SERIOUS FUN MEETS SERIOUS VALUE





Ballast 1,800 lbs 2

Seating Capacity

←→

Hull Length



Performance 320 HP



Fuel Capacity
34 Gallons

SPECIFICATIONS

Length Overall (LOA) 20' 6"Beam 8' 0"

Beam 8' 0"Estimated Draft 2' 7"

· Dry Weight 3,550 lbs

DESCRIPTION

The WT2 offers a dual console layout with a full windshield and wraparound cockpit seating. Passengers can walkthrough to the swim platform which has a transom step for getting ready between rides.

WT2



STANDARD FEATURES

BASE ENGINE

· Mercury 6.2L 320 HP

COCKPIT

- · Head Unit w/ 4x Speakers
- · Fuel Fill w/ Integrated Vent
- · Glove Box
- · Helm Seat w/ 180 Degree Swivel
- · Helm Seat w/ Adjustable Slide
- · In-Floor Ski/Wakeboard Storage
- · LED Courtesy Lights
- · GatorStep® Textured Flooring

HELM

- Multi-Function Gauges w/ Fog-Resistant Glass Lenses:
 - · Fuel
 - · Speedometer
 - · Tachometer
 - · Voltmeter
 - · Ballast Tank Gauges
- · 12V Accessory Outlet
- · 12V Horn
- Side-Mounted Engine Shifter/Throttle
- · Tilt Steering Wheel
- · Safety Lanyard
- · Convex Ski Mirror
- · Standard GPS Speed Control
- Custom Sport Steering Wheel

HULL & DECK

- · Bow & Transom Eyes (3)
- · Folding Force Tower w/ Surf Knobs
- · 12V Navigation Lights
- \cdot Stainless Steel Transom Tow Ring
- · Fiberglass Floor Liner
- · Wraparound Windshield w/
 - Side Wings
 - · Safety Glass
 - · Opening Center Section
- Quick-Detach Swim Platform (Removable for Storage)

TRAILER

- The Double Up (Tandem Axle Painted Trailer w/ Brakes & Steel Wheels and GatorStep* Fender Pads)
- · Bow Step & Spare Tire Cradle



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WT2



AVAILABLE OPTIONS

ENGINE

- · Mercury Base Pack (6.2L 320HP V-drive)
- · Mercury Coastal Edition (6.2L 320HP V-drive)
- · Mercury Base Pack (6.2L 370HP V-drive)
- · Mercury Coastal Edition (6.2L 370HP V-drive)

ACCESSORIES

- · Surf Pipe
- · Swivel Board Racks (Pair)
- · Plug-&-Play Additional 650lb Ballast System
- · FlipSurf Magnetic Surf Shaper
- · Sound System Boost (Rockford Amp, 10" Sub, 2x8" Tower Speakers,
- · Transom Stereo Remote)
- · Wake Amplitude Control Tab
- · 7" Glass Dash for Mercury® w/ VesselView®
- · Digital Depth Gauge
- · Wind Dam
- · Bow Filler Cushion
- · Dual Battery Switch
- · LED Light Package (Underwater Lights, Docking Lights)
- · Stainless Steel Package (Rubrail & Thru Hulls)

CANVAS

- · Sunshade for Tower with Surf Pocket **Board Storage**
- · Deluxe Travel Cover w/ Hangtyte

FLOOR COVERING

· Deluxe Flooring

TRAILERS

- · The Tantrum Tandem Axle Painted Trailer w/ Brakes, Alloy Wheels, Bow Step & Spare Tire Cradle
- The Tantrum Tandem Axle Galvanized Trailer w/ Brakes, Alloy Wheels, Bow Step & Spare Tire Cradle

MAIN COLOR

Oxford Pure White

Zeus Black

Storm Gray

Impulse Blue

Scarlet Red

Green Awakening

Nightfall Navy

ACCENT COLOR **PLATFORM COLOR**

Metal Flake Option Available on All Except Oxford Pure White

Oxford Pure White

Zeus Black

Storm Gray

Impulse Blue

Scarlet Red

Nightfall Navy

INTERIOR COLOR

Green Awakening

Baja

Cloudbreak

Pipeline



Pipeline

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2025 WT2

2025 WTSurf: BIGGER, BADDER FOR FEARLESS RIDERS





Ballast 2,800 lbs 2

Seating Capacity
17 Persons

 \longleftrightarrow

Hull Length



Performance



Fuel Capacity 60 Gallons

SPECIFICATIONS

Length Overall (LOA) 23' 1"Beam 8' 0"

· Estimated Draft

2' 5"

· Dry Weight 4,300 lbs

DESCRIPTION

WTSurf offers a sleek profile, spacious layout, and ample ballast. A full windshield and deep gunnels offer great protection from the elements and double-stitched upholstery keeps passengers comfortable. This model is built for socializing with removable backrests, flexible seating and ample space for gathering in the bow, cockpit, and stern.

WTSurf



STANDARD FEATURES

BASE ENGINE

· Mercury 6.2L 320 HP

COCKPIT

- · Head Unit w/ 4x Speakers
- · Fuel Fill w/ Integrated Vent
- · Glove Box
- · Helm Seat w/ 180 Degree Swivel
- · Helm Seat w/ Adjustable Slide
- · In-Floor Ski/Wakeboard Storage
- · LED Courtesy Lights
- · GatorStep® Textured Flooring

HELM

- Multi-Function Gauges w/ Fog-Resistant Glass Lenses:
 - · Fuel
- Speedometer
- · Tachometer
- · Voltmeter
- · Ballast Tank Gauges
- · 12V Accessory Outlet
- · 12V Horn
- Side-Mounted Engine Shifter/Throttle
- · Tilt Steering Wheel
- · Safety Lanyard
- · Convex Ski Mirror
- · Standard GPS Speed Control
- Custom Sport Steering Wheel

HULL & DECK

- · Bow & Transom Eyes (3)
- · Folding Force Tower w/ Surf Knobs
- · 12V Navigation Lights
- · Stainless Steel Transom Tow Ring
- · Fiberglass Floor Liner
- · Wraparound Windshield w/
 - · Side Wings
 - · Safety Glass
 - · Opening Center Section
- Quick-Detach Swim Platform (Removable for Storage)
- · Bow Step & Spare Tire Cradle

TRAILER

 The Double Up (Tandem Axle Painted Trailer w/ Brakes & Steel Wheels and GatorStep* Fender Pads)



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WTSurf



AVAILABLE OPTIONS

ENGINE

- · Mercury Base Pack (6.2L 320HP V-drive)
- · Mercury Coastal Edition (6.2L 320HP V-drive)
- · Mercury Base Pack (6.2L 370HP V-drive)
- · Mercury Coastal Edition (6.2L 370HP V-drive)

ACCESSORIES

- · Surf Pipe
- · Swivel Board Racks (Pair)
- · Plug-&-Play Additional 650lb Ballast System
- · Sound System Boost (Rockford Amp, 10" Sub, 2x8" Tower Speakers & Transom Stereo Remote)
- · 7" Glass Dash for Mercury®
- w/ VesselView[®]
- · Digital Depth Gauge
- · Wind Dam
- · Bow Filler Cushion
- · Dual Battery Switch
- · LED Light Package (Underwater Lights, Docking Lights)
- · Wake Amplitude Control Tab
- · Stainless Steel Package (Rubrail, Cupholders, Thru Hulls)

CANVAS

- · Sunshade for Tower with Surf Pocket **Board Storage**
- · Deluxe Travel Cover w/ Hangtyte

FLOOR COVERING

· Deluxe Flooring

TRAILERS

- · The Tantrum Tandem Axle Painted Trailer w/ Brakes, Alloy Wheels, Bow Step & Spare Tire Cradle
- · The Tantrum Tandem Axle Galvanized Trailer w/ Brakes, Alloy Wheels, Bow Step & Spare Tire Cradle

MAIN COLOR

Oxford Pure White

Zeus Black

Storm Gray

Impulse Blue

Scarlet Red

Green Awakening

Nightfall Navy

ACCENT COLOR PLATFORM COLOR

Metal Flake Option Available on All Except Oxford Pure White

Oxford Pure White

Zeus Black

Storm Gray

Impulse Blue

Scarlet Red

Green Awakening

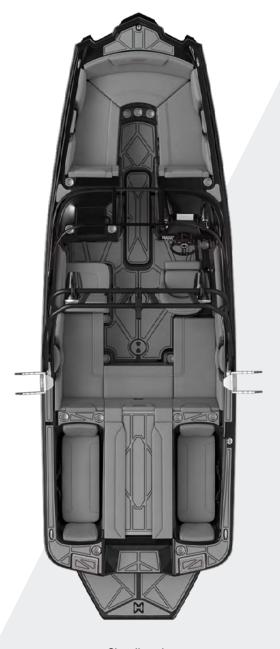
Nightfall Navy

INTERIOR COLOR

Baia

Cloudbreak

Pipeline



Cloudbreak

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2025 WTSurf



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