

heyday[®]



PRODUCT INFORMATION GUIDE

CUSTOMER SUCCESS
AND SALES SUPPORT

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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



OUR BRAND

makes it easy

TO RIDE WITH US

(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:

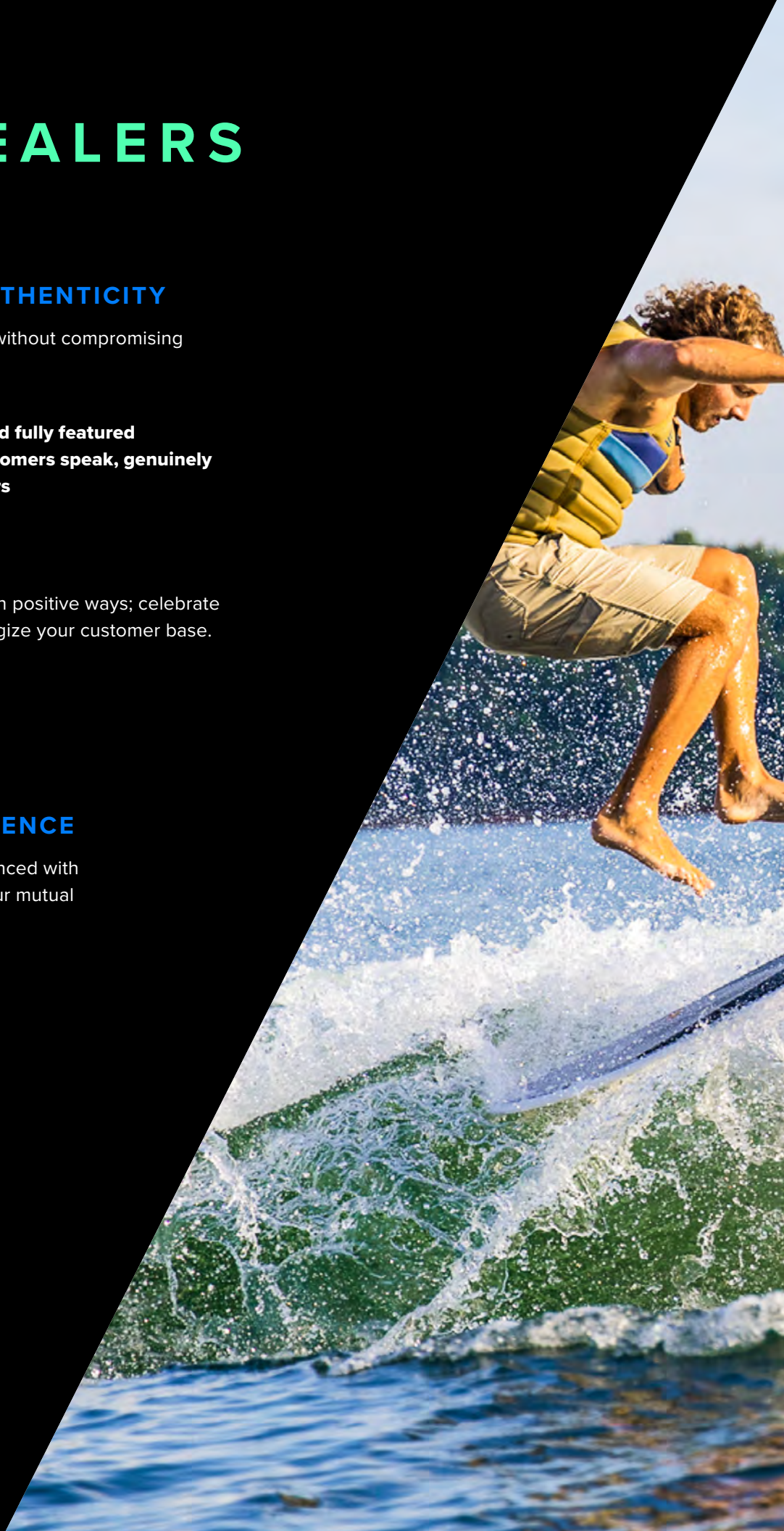
- > **Digitally savvy**
- > **Promotionally driven**
- > **Event-minded**

CUSTOMER EXPERIENCE

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

FOCUS:

- > **Listen**
- > **Follow up and through**



OUR PEOPLE

THE CUSTOMER'S CHEER SQUAD

A mindset that going above and beyond is standard operating procedure.

ATTRIBUTES:

- > **Positive attitude**
- > **Can-do approach**

A SOURCE OF TRUTH

Champions and facilitates human connection.

ATTRIBUTES:

- > **Ability to build rapport**
- > **Humble and empathetic**

EASY TO WORK WITH

Conduct yourself like a friendly neighbor:
Treat others the way you would like to be treated.

ATTRIBUTES:

- > **Courteous**
- > **Respectful**

READY TO HELP

Respect for the customer balanced with an attitude of fairness that nurtures our mutual business relationship.

ATTRIBUTES:

- > **Active listener**
- > **Resourceful problem-solver**



ADVANCED TALKING POINTS

WHY DO WE SAY OUR BOATS ARE MADE *smarter?*

IT ALL COMES DOWN TO 3 SIMPLE THINGS.

1

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.

3

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.**

2

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 start the rider outside the wake in clean water and away from any propwash.

GAS ASSISTED

Raising and lowering your tower has never been easier, making storage a breeze!

OPTIONAL GoPro® MOUNT

You can capture every moment happening behind the boat.

OPTIONAL SOUND SYSTEM BOOST

Keep the party wave rolling with epic sounds from the Sound System Boost option which includes a Rockford® amp, 10" subwoofer, two 8" tower speakers and a transom stereo remote.





H22

THE NEXT
generation
IS HERE

THE H SERIES CONTINUES TO SHATTER EXPECTATIONS BY BLENDING SMART SIMPLICITY WITH NEXT-LEVEL FEATURES AND OPTIONS.

EPIC PROGRESSION FOR ALL TYPES OF RIDERS

2026 H22: THE NEXT GENERATION

H22



Ballast
2,950 lbs



Seating Capacity
14 Persons



Hull Length
22' 4"



Performance
370 HP



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

heydaywakeboats.com

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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
- Blue Abyss
- Nomad Tan

ACCENT COLOR PLATFORM COLOR

Metal Flake Option Available on All Except Oxford Pure White, Nomad Tan*

- Oxford Pure White
- Zeus Black
- Storm Gray
- Impulse Blue
- Scarlet Red
- Blue Abyss
- Nomad Tan

INTERIOR COLOR

- Powell
- Dune
- Clean Slate



Powell



Dune



Clean Slate

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2026 H22



WT-2 | WTSurf

A TRUE ORIGINAL

rides on

THE WT SERIES, KNOWN FOR MODELS WITH PREMIUM PERFORMANCE AND ATTAINABLE PRICE POINTS, PUTS EPIC WAKES IN REACH FOR FIRST-TIME RIDERS AND SERIOUS SHREDDERS ALIKE.

EPIC PROGRESSION FOR ALL TYPES OF RIDERS
2026 WT-2: SERIOUS FUN MEETS SERIOUS VALUE

WT-2



Ballast
1,800 lbs



Seating Capacity
12 Persons



Hull Length
20' 6"



Performance
320 HP



Fuel Capacity
34 Gallons

SPECIFICATIONS

- Length Overall (LOA) 20' 6"
- Beam 8' 0"
- Estimated Draft 2' 7"
- Dry Weight 3,550 lbs

DESCRIPTION

The WT-2 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.

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)

TRAILER

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

heydaywakeboats.com

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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
- The Point Break: Tandem Axle Painted Trailer w/ Brakes, Premium Alloys, Bow Ladder w/ Handrails, Back-Lit Logo, GatorStep® on Fenders

heydaywakeboats.com

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MAIN COLOR

- Oxford Pure White
- Zeus Black
- Storm Gray
- Impulse Blue
- Scarlet Red
- Blue Abyss
- Nomad Tan

ACCENT COLOR PLATFORM COLOR

Metal Flake Option Available on All Except Oxford Pure White, Nomad Tan

- Oxford Pure White
- Zeus Black
- Storm Gray
- Impulse Blue
- Scarlet Red
- Blue Abyss
- Nomad Tan

INTERIOR COLOR

- Mojave
- Ivory
- Fog



Mojave



Ivory



Fog

EPIC PROGRESSION FOR ALL TYPES OF RIDERS
2026 WTSurf: BIGGER, BADDER FOR FEARLESS RIDERS

WTSurf



Ballast
2,800 lbs



Seating Capacity
17 Persons



Hull Length
23' 1"



Performance
320 HP



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.

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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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
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- Blue Abyss
- Nomad Tan

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- Zeus Black
- Storm Gray
- Impulse Blue
- Scarlet Red
- Blue Abyss
- Nomad Tan

INTERIOR COLOR

- Mojave
- Ivory
- Fog



Mojave



Ivory



Fog

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