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COST EFFECTIVE WAKEBOARD BOAT BRAND MAKES WAVES DOWN UNDER

Axis Wake Research introduced their price point wakeboard boat brand to the Australian, New Zealand and Asian markets.

(Mulwala, NSW, Australia) – The Australian & New Zealand arm of Malibu Boats, Malibu Boats Australia, announced the addition of the Axis Wake Research brand and the specific A22 to their domestically-manufactured model line-up Thursday, April 29, 2010 at the Mulwala Water Ski Club in New South Wales, Australia. Two Axis A22 wake boats were unveiled to the water sports media covering the Australian and New Zealand markets. Also present were a network of boat dealers who have been given the opportunity to offer these stylish price-point wake boats, which have been making an impressive splash in the States. A handful of Malibu’s Professional Riders got in on the A22 unveiling action as well. All had a chance to closely inspect the boat, the wakes, and the styling in person, while they got them out on the water.



Additional Links

[Axis A22 Australia Launch Photos on Flickr](http://www.flickr.com/photos/axiswake/sets/72157623912610671/) –

(<http://www.flickr.com/photos/axiswake/sets/72157623912610671/>)

[Mulwala Water Ski Club](http://www.mulwalawaterski.com.au) – (<http://www.mulwalawaterski.com.au>)

[Axis Wake Research Web Site](http://www.axiswake.com) – (<http://www.axiswake.com>)

The A22 Australian unveiling was hosted by the Mulwala Water Ski Club. Along with the media, dealers and pro riders the Axis A22 introduction was attended by Malibu Boats Australia founder and Managing Director Xavier West, Marketing & Dealer Development Manager David Thorpe and Axis Wake Research Managing Director Adam McCall from USA HQ.

McCall said there were three components that set the Axis brand above all others – performance, styling and simplicity. “Its performance creates a wake shape and size that is unmatched by any other boat,” McCall said. “The styling is clearly aimed at our key demographic, who has quickly latched onto the look of this boat. Through its simplistic design and thoughtful engineering we can manage the reasonable price and maximize the total value.”

The first Australian Axis A22s are being built now in the Malibu Boats Albury, NSW state of the art facility. They will be making their way to the Axis Wake Research dealers across Australia and New Zealand in the coming months for the National Boat Show season. The Axis invasion has begun Downunder.

When asked about this new wakeboard boat brand and relationship, West had this to say, “We are excited about building a value class wakeboard boat that over delivers in the arena of big wake performance, style and low price. The brand, and specifically the A22 will stand alone in our market thanks to these characteristics and the enthusiastic group of people like Adam [McCall] and David [Thorpe] who are building the brand in the U.S and here.”

McCall discussed his views on this new partnership. “We have complete faith in Xavier [West]’s knowledge and I don’t think we could have asked for a better partner.” McCall continued, “David [Thorpe] 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.” McCall summarized, “This is a true partnership and they will be building the boats right here in Albury.”

Malibu Boats in Albury, NSW 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 Australia.

About Axis Wake Research: Axis Wake manufactures high performance, price point wakeboard boats with new levels of quality, performance, style and owner pride. Axis exploded onto the entry-level big wake boat market in 2009 with unparalleled pride of ownership. Carefully sourced components and materials, in-house fabrication, lean manufacturing, unique production processes and strategic sales and marketing, allow Axis to offer low cost wakeboard boats without compromising quality. Axis performance and customer satisfaction is unmatched in price-point market thanks to aggressive grassroots research and development. These efforts revolve around the specific needs and wants of core riders and families alike. Or as the team at Axis Wake Research likes to say and the Axis name implies “We’re centered on you.”

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