



# Rob Shirley Founder of Mastercraft Boats

*Jon Broderick*

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## **Rob Shirley Founder of Mastercraft Boats** Jon Broderick

Words like water skier, boat builder, designer, innovator, promoter, family man, and friend, are among many that describe Rob Shirley. When Rob first introduced his 18-foot MasterCraft inboard to the world on July 4th, 1968, he changed the towboat scene with "a revolutionary new tournament ski boat designed and built by a tournament skier for the ultimate in tournament performance." Paul Chapin, President USA Water Ski Educational Foundation Rob Shirley led a team of dedicated family and friends in the creation of the MasterCraft Brand. Many of their stories and accomplishments are chronicled within these pages, and many of those dedicated and loyal members of the MasterCraft family are no longer with us. But, their efforts live on in the perfection they have helped to create, and in the memories of those who knew them, worked with them and shared in the accomplishments of the entire MasterCraft experience. Jon Broderick, Author Rob Shirley founded MasterCraft in 1968 with a vision of creating the best ski boat in the industry. He accomplished that and established a foundation that would create the best-known brand in the Performance Sport Boat category within the overall boating industry. Today we continue to build on that legacy. MasterCraft currently has 12 models in its portfolio, the most of any brand in the Performance Sport Boat category. Anchoring our line-up is the Prostar three-event ski boat along with 11 other models that support wakeboarding, wake surfing and general recreational boating. MasterCraft is an iconic brand synonymous with quality, innovation and performance, built around the brand pillars of Legacy, Power, Precision and Progression. Terry McNew, CEO MasterCraft Boat Company

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