



Less is More

New company brings boats back to the basics without sacrificing the necessities

For some reason when I started to write this I thought of an Eddie Murphy line in 48 Hrs: “There’s a new sheriff in town and his name is Reggie Hammond!” Well, it’s not the sheriff that’s new, it’s this boat company ... Standard Boat Company.

Truly a great concept in the wake boat industry, Standard Boat Co. is a “boutique” boat manufacturer. They have their hands on each boat that comes out of the shop. The boats are built to the highest quality and for a reasonable price. The boats are built with the “no frills” attitude; less is more, but without sacrificing anything you need.

I personally own a 26-year-old Stars and Stripes and understand less. Less was not more back then, just less. Actually that was the only way you got a boat. There was no perfect pass, no stereo, no heaters, ballasts, super towers, or racks to hold your gear, no plush interior with lights in the cup holder ... not to totally short the old boats, there was one cup holder.

My, how things have changed; this is 2010 and the

boats have evolved quite a bit. The price tags evolved exponentially with them. This is where this “boutique” style boat separates itself. The Standard boat has a Mercruiser Scorpion 5.7L 335 HP engine, a Monster tower, board racks nearly a 1000 pounds of optional ballast, Mercury smart tow cruise with launch control and, in my opinion, one of the sickest graphics out there – all of this for less than \$30,000. (That’s not a typo.)

I’m absolutely stoked about driving this boat, riding and surfing behind it next month. My buddy David Luker met up with the owner of Standard a few months back and gave it a test drive and came back with great reviews. Jeff Mathis took the set behind the boat and the full

write up can be read online on the Alabama Wake Web site: www.alwake.com/Standard%20Boats.html. Check out Standard Boat Company website at www.standardboatco.com.

Happy riding and see you in the water.



BEHIND THE BOAT

BY SAWYER DAVIS