

WEBSITE ACCESSIBILITY STATEMENT

DATE: June 24, 2019

Accessibility Commitment

MasterCraft Boat Company, LLC, (“MasterCraft”), has an ongoing commitment to achieving the best possible online experience for all of its visitors. As part of these efforts, MasterCraft is dedicated to offering a quality online experience on its various websites to visitors with disabilities.

Conformance Status

To assist in achieving the aforementioned accessibility goals with respect to its websites, MasterCraft has committed to its various websites and web-enabled content being designed, developed, and operating in substantial conformance with industry recognized guidelines or standards for website accessibility. Currently, MasterCraft is committed to attaining compliance with the World Wide Web Consortium’s (W3C) Web Content Accessibility Guidelines 2.0 (WCAG 2.0) at Level A and Level AA.

MasterCraft has engaged third-party consultants to audit and evaluate its current level of compliance and is currently engaged in implementing updates and revisions to correct identified issues; its primary website experience, its MasterCraft Trader site (mastercrafttrader.com), its Aviaras Boats brand pages (aviaraboats.com), and its MasterCraft Dealer sites are compliant to WCAG 2.0 Levels A and AA. With respect to the design-a-boat functionality within its primary website experience (mastercraft.com), MasterCraft expects to be fully compliant to WCAG 2.0 Levels A and AA, not later than July 1, 2019.

MasterCraft has similarly evaluated its Team Talk bulletin board functionality and identified four (4) issues of incompatibility of the third-party software upon which Team Talk is hosted with respect to WCAG 2.0 Levels A and AA. Unfortunately, the Team Talk functionality is hosted on a legacy bulletin board/messaging board platform that cannot be made to conform to the identified standards. However, this platform is not integral to the MasterCraft online experience.

In addition, MasterCraft will be continuously evaluating its websites and web-enabled functionality for compliance with WCAG 2.0 and will take appropriate corrective or remedial actions necessary to insure such compliance when any issues are identified.

Feedback or Assistance

We welcome your feedback on the accessibility of the MasterCraft website and online presence. Please let us know if you encounter accessibility barriers on the MasterCraft website or, in the event that you are unable to access any content or functionality, our accessibility coordinator will be happy to assist you with alternate means to access such content:

Accessibility Coordinator:

Phone: (423) 884-7708
E-mail: phil.walker@mastercraft.com
Address: 100 Cherokee Cove Drive, Vonore, Tennessee 37885

We try to respond to feedback within 5 business days. Live accessibility support is available during normal business hours, 9 a.m. to 5 p.m. Eastern time, Monday through Friday.