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Brunswick Corporation : Brunswick Establishes Boating Services Network, New Name Reflects Expanded Mission

METTAWA, Ill. Aug. 2, 2018 - Brunswick Corporation (NYSE: BC) today announced the establishment of Boating Services Network. Formerly known as Brunswick Financial Services, Boating Services Network embraces a new brand name along with an expanded mission of leveraging its current category leadership in marine dealer and consumer finance and related operational services, to offer a wide array of unique and differentiated services that will drive growth with consumers, dealers, marinas, and other marine service providers by enhancing the boater experience.

"Over the past 16 years, we have built a strong foundation of services to help marine dealers across the industry deliver world-class, boat-buying experiences every single day," said Cecil Cohn, vice president - Boating Services Network. "We see new and significant opportunities, where our well-established service portfolio can help attract and retain more boating customers. We welcome all partners to help create new benefits that will be good for boaters, the industry, and for Brunswick."

According to Cohn, Boating Services Network will grow in several ways.

- First, it will continue to partner with dealers in delivering a superior purchase experience by innovating and growing its current services offering.
- Second, it will create "upstream" services that help attract the next generation of boaters, capitalizing on evolving consumer trends and emerging business models.
- And third, it will create new "downstream" services that improve consumers' peace of mind and enhance the overall boat ownership experience.

"We are committed to servicing the entire boating value stream to better deliver unique and highly valued services to boaters. This new brand effectively communicates our expanded mission, which extends well beyond financing to the marine community," Cohn explained.

Today, among its current array of services, Boating Services Network offers comprehensive retail financing, extended product protection, and boater insurance services in cooperation with boat and engine dealers nationwide. In addition, the company creates private label warranty and promotional financing programs for leading boat and engine OEM's, as well as helps more than 2,500 dealers in the U.S. and Canada build their businesses with marketing, employee motivation and operation-enhancing services. Additionally, competitive boat and engine inventory financing programs for dealers are also available through Brunswick Acceptance Company, a joint venture with Well Fargo.

"From the strength and momentum of this industry-leading services platform, we see Boating Services Network as a key element in Brunswick's strategy for growth in the marine space, where we are forging new ground by offering innovative, technology-enabled services and

solutions that make boating easier for the consumer," said David Foulkes, president - Brunswick Marine Consumer Solutions.

"As part of our recently announced Marine Consumer Solutions organization, Boating Services Network's ability to support dealers and other industry partners with a comprehensive set of services that drive satisfaction and peace of mind is unmatched," Foulkes continued. "We expect to announce several exciting initiatives in the coming months that leverage these unique strengths to bring more boaters to our industry, and further contribute to the growth and success of our marine partners."

Partners interested in joining forces with Boating Services Network on its expanded mission to attract, transact and retain more boaters, are encouraged to contact Bijoy Jha, vice president- business development & finance, at 847-735-4476.

About Boating Services Network

Headquartered in Vernon Hills, Ill., Boating Services Network's leading dealer finance and operations service brands include floor planning from Brunswick Acceptance Corporation, retail finance from Blue Water Finance and Mercury Repower Finance, retail extended product protection from Passport and Passport Premier, private label limited warranties for leading boat and engine manufacturers, retail insurance from Boater's Choice Insurance and close to 50 name brand marine dealer service providers from Brunswick Dealer Advantage. For more information about existing services, contact Kirsten Schuchardt, director, sales & dealer services at 920-929-5094.

About Brunswick

Headquartered in Mettawa, Ill., Brunswick Corporation's leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick, Mercury, NAUTIC-ON, Quicksilver and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Lankhorst Taselaar, Payne's Marine and BLA parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

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