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BRUNSWICK

Brunswick Boat Group Brands Demonstrate Strong Sales, Receive Industry Accolades at Miami International Boat Show

METTAWA, Ill., Feb. 25, 2019 (GLOBE NEWSWIRE) -- Brunswick Corporation's (NYSE: BC) Boat Group, home to industry-leading brands Sea Ray and Boston Whaler, closed the Miami International Boat Show with record sales and industry accolades.

Highlighted by the global launch of its new SLX 350 model, as well as the official unveiling of its limited-edition, high-performance SLX-R 350 Outboard, Sea Ray had a strong Miami show, with record day-boat sales up 50 percent in both units and dollars. The most recognized boat brand in the U.S., according to certain industry reports, Sea Ray is marking its 60th anniversary, while riding the momentum of the brand's new direction. Boston Whaler, the "Unsinkable Legend," likewise reported strong show sales, particularly in its larger boats which saw sales in that segment advance year-over-year by nearly 15 percent.

"As one of the world's premier boat shows, Miami was the ideal venue to unveil the first-of-its-kind SLX-R package and officially introduce the new SLX 350 on a global scale," said Brunswick Boat Group President Huw Bower. "Sea Ray established the large day-boat category with the introduction of our original SLX 350, and received an overwhelmingly positive response to the newest SLX and larger day-boat models, as evidenced by sales at the show."

Boston Whaler also saw its new 160 Super Sport earn a prestigious National Marine Manufacturers Association Innovation Award in the Deck Boats category. It was the eighth time in the past twelve years that Boston Whaler has been so honored.

Marketing efforts by both Boston Whaler and Sea Ray received "Neptune Awards," recognizing excellence in marine marketing campaigns and initiatives. Boston Whaler received the Best Online Advertising for its Email Marketing: "MIBS Drip Campaign." Sea Ray's #SeaRaySummer initiative won best social media promotion.

Boston Whaler, Harris pontoon boats and Crestliner and Lund aluminum fishing boats also notched Marine Industry Customer Satisfaction Index (CSI) Awards for 2018. It was Crestliner's twelfth-straight CSI award, which honors boat builders whose customer-satisfaction scores are the highest across the industry.

With the recent announcement of the Brunswick Fiberglass Boat Technology Center (BFBTC), BBG has laid the groundwork to continue and accelerate its trajectory of brand leadership. Slated to open this fall on the campus of Whaler's Edgewater headquarters, the BFBTC facility will be home to the industry's most formidable product development team, with a mission to launch innovative new products for both Boston Whaler and Sea Ray.

About Brunswick

Headquartered in Mettawa, Ill., Brunswick Corporation's leading consumer brands include Mercury Marine outboard engines; Mercury MerCruiser sterndrive and inboard packages; Mercury global parts and accessories including propellers, and SmartCraft electronics; Power Products Integrated Solutions; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts; Land 'N' Sea, BLA, Payne's Marine, Kellogg Marine & Lankhorst Taselaar marine parts distribution; and Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Crestliner, Cypress Cay, Harris, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Boating Services Network, NAUTIC-ON, OnBoard Boating Club and Rentals; 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 <https://www.brunswick.com>.

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