

# Freedom Boat Club Elevates the Member Experience with the Announcement of 2023 Program Enhancements

**VENICE, Fla. – February 9, 2023** – Freedom Boat Club, the world's largest boat club operator, continues to transform the boating experience with a focus on creating accessible and elevated experiences for its members. In support of that mission, and as the 2023 season kicks off, Freedom today announced several new programs to enhance its member experience, including:

- **No-Hassle Membership Transfer:** For a limited time across Freedom's North American company-owned locations, prospective members can receive a discount on their entry fee, if they join the Freedom family from a boat club outside of the Freedom network. Qualifying prospective members will experience a reduction in their overall cost to join Freedom by receiving a discount equivalent to the entry fee paid previously to an outside club.
- **Amenity Boat Program Expansion:** In 2023, Freedom will continue expanding its Amenity Boat Program to more than 25 locations across North America. As part of that program, members will have the opportunity to access new and enhanced experiences on the water with larger vessels typically ranging 25-30 feet.
- **Weekday Only Membership Plan Enhancements:** Freedom will continue to expand boater participation by offering weekday only membership plans at attractive rates. This plan will give members the opportunity to enjoy the full benefits of the Club Monday through Friday and enable Freedom to further diversify its membership base.

*Participation and pricing in the above offerings may vary by location, and terms and conditions apply. Contact your local Club for further details.*

"We are constantly innovating and exploring enhancements to our membership offering. Freedom Boat Club has the largest network of clubs, more than 370 locations with reciprocal access, and the advantage of being part of Brunswick, the authentic leader in the marine industry, offering confidence and unique benefits to our community," said Cecil Cohn, President, Freedom Boat Club Network.

Over the past year, the Network has added and refreshed more than 2,000 boats in the fleet, added reciprocal locations around the world, strengthened its technology platform to enable exciting future enhancements and activated sustainability initiatives such as All Blue Planet, benefiting local communities and first-time boaters.

"These new enhancements also provide a pathway to expand boater participation by removing barriers and reaching the next generation," continued Cohn. "We look forward to welcoming many new members on the water this season and continuing to make meaningful investments in the Club."

To learn more about Freedom's 2023 offerings, [click here](#).

## **About Freedom Boat Club**

Freedom Boat Club, a division of Brunswick Corporation (NYSE: BC) and headquartered in Venice, FL., is the world's oldest and largest boat club with more than 370 locations in 34 states, Canada, and Europe. More information about Freedom Boat Club and membership opportunities can be found at [FreedomBoatClub.com](https://FreedomBoatClub.com) and franchise opportunities at [FreedomBoatClubFranchise.com](https://FreedomBoatClubFranchise.com).

## **About Brunswick Corporation**

Brunswick Corporation (NYSE: BC) is the global leader in marine recreation, delivering innovation that transforms experiences on the water and beyond. Our unique, technology-driven solutions are informed and inspired by deep consumer insights and powered by our belief that "Next Never Rests™". Brunswick is dedicated to industry leadership, to being the best and most trusted partner to our many customers, and to building synergies and ecosystems that enable us to challenge convention and define the future. Brunswick is home to more than 60 industry-leading brands. In the category of Marine Propulsion, these brands include, Mercury Marine, Mercury Racing and MerCruiser. Brunswick's comprehensive collection of parts, accessories, distribution, and technology brands includes Mercury Parts & Accessories, Land 'N' Sea, Lowrance, Simrad, B&G, Mastervolt, RELiON, Attwood and Whale. Our boat brands are some of the best known in the world, including Boston Whaler, Lund, Sea Ray, Bayliner, Harris Pontoons, Princecraft and Quicksilver. Our service, digital and shared-access businesses include Freedom Boat Club, Boateka and a range of financing, insurance, and extended warranty businesses. While focused primarily on the marine industry, Brunswick also successfully leverages its portfolio of advanced technologies to deliver an exceptional suite of solutions in mobile and industrial applications. Headquartered in Mettawa, IL, Brunswick has more than 18,500 employees operating in 29 countries. In 2022, Brunswick was named by Forbes as a World's Best Employer and as one of America's Most Responsible Companies by Newsweek, both for the third consecutive year. For more information, visit [brunswick.com](https://brunswick.com).