Brunswick Corporation Participates in CES Unveiled New York ahead of CES 2020

NEW YORK (November 7, 2019) -- Brunswick Corporation (NYSE: BC) recently participated in CES Unveiled New York, one of 10 companies and 10 startups’ to be invited to this exclusive, pre-CES media event. CES Unveiled New York is the official kickoff party, featuring the emerging tech trends that will dominate the CES show floor in January. Brunswick showcased its industry leading technology through virtual reality and augmented reality, giving the media and other vendors a sneak peek at what to expect in in Brunswick’s Vegas exhibit in January.

“Having a presence in New York ahead of CES was a fantastic opportunity for us to educate the media about Brunswick Corporation and engage in rich conversations about our technology leadership,” said Lee Gordon, Brunswick director of public relations and communications. “There is a lot of excitement about what we will display in Las Vegas in January and giving the media a first-look at our technology added to the buzz about how we will redefine the marine industry.”

Brunswick will make its debut as an exhibitor at the 2020 Consumer Electronics Show (CES) in Las Vegas, January 7-10, 2020. Brunswick will highlight its technology leadership in recreational boating while showing how its ACES strategy of autonomy, connectivity, electrification and shared access will help define the future of the marine industry.

In addition to presenting new marine products and technologies, and providing a glimpse into the future of boating, Brunswick’s exhibit will include an engagement theater offering the opportunity to visualize and interact with the products using augmented reality.

See Brunswick Corporation at CES: Exhibit #28021 in the South Hall 2 of the Las Vegas Convention Center.

Brunswick CEO Dave Foulkes will conduct a media event on January 6, 2020 as part of CES Media Days at the Mandalay Bay Hotel, Oceanside Room E from 4-4:45pm PST ahead of the opening of CES to outline Brunswick’s technology strategy and vision for the company.

On January 7th, the opening day of CES, join Brunswick Corporation at Exhibit #28021 at 10:15am PST for an official product launch.

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, and Lankhorst Taselaar marine parts distribution; Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Crestliner, Cypress Cay, Harris, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray,