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**BRUNSWICK™**

# **Brunswick Corporation : Crestliner Receives Seventh Consecutive NMMA CSI Award For Excellence In Customer Satisfaction For Aluminum Boats**

OTSEGO, Minn., Oct. 21, 2014 - For the seventh year in a row, the National Marine Manufacturers Association (NMMA) has awarded Crestliner with a Marine Industry Customer Satisfaction Index (CSI) award. Crestliner's seventh CSI award recognizes the brand's excellence in customer satisfaction, as well as every Crestliner's built-to-outlast construction. Highlighting Crestliner's quality as appreciated by Crestliner customers, this award honors boatbuilders whose customer-satisfaction scores, based on independent surveys of all their new boat customers, are among the best in the industry.

Based on a program survey of more than 60,000 consumers across the industry, Crestliner received the 2014 NMMA CSI award in the category of Aluminum Outboard Boats. Crestliner President Cecil Cohn said owners' consistent satisfaction is a statement of Crestliner's enduring brand values: outstanding durability, design and performance. "After nearly 70 years of proven results, Crestliner continues to build boats with the same dedication to industrial workmanship and inventive spirit that laid the foundation to become a world-wide leader. We also share this award with our outstanding network of dealers, whose tireless service contributes greatly to customer loyalty and support."

The NMMA recognized Crestliner for this achievement at the 2014 International BoatBuilders' Exhibition and Conference (IBEX) in Tampa, Fla. Award recipients achieved and maintained an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over the past year, based on information provided by customers purchasing a new boat or engine during the period between April 1, 2013 and March 31, 2014.

"We at Crestliner couldn't be more proud of our seven consecutive CSI awards," said Lori Kneeland, Crestliner's marketing manager. "This recurring recognition is a reflection of our commitment to quality as a maker of aluminum fishing boats that are 'Forged with strength. Defined by durability.' We commend our Crestliner dealers who live and breathe our commitment as much as we do. We look forward to continued success."

## About NMMA

National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information, visit [NMMA.org](http://NMMA.org).

#### About Crestliner

Located in Otsego, Minn., Crestliner boats are crafted with an uncompromising mix of functional design, all-welded aluminum construction and fishing first innovations. Since 1946 Crestliner has been making boats forged with strength and defined by durability. As a world-wide leader, Crestliner continues to redefine the industry with boats built to last. A testament to our quality and craftsmanship, Crestliner has received the CSI Award of Excellence in Customer Satisfaction for Aluminum Outboard Boats for seven consecutive years. Learn more about Crestliner and its line of boats by visiting [www.crestliner.com](http://www.crestliner.com).

Crestliner is a division of Brunswick Corporation, a leader in the recreational marine industry. [www.brunswick.com](http://www.brunswick.com)

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