

Brunswick Boat Group President Aine Denari Named 2022 Mover and Shaker of the Year by Boating Industry

METTAWA, Ill. – September 27, 2022 – Brunswick Corporation (NYSE: BC) Boat Group President Aine Denari has been named by *Boating Industry Magazine* as its 2022 Mover and Shaker of the Year. According to the magazine, the award, which was established in 2010, recognizes leaders who have made major contributions to the advancement of the marine industry. Denari was featured on the cover and profiled in the [October issue](#) of *Boating Industry*.

Denari joined the Brunswick organization in October 2020 as President of its Boat Group division after spending over two decades in the automotive and global consulting industries. Most recently, Denari led ZF's Advanced Driver Assist and autonomous driving business, which is an experience that has translated well into her role at Brunswick overseeing the Company's 17 boat brands, providing Denari some of the broadest and deepest oversight across the industry's top boat brands. Across the industry, Denari is helping to advance Brunswick's ACES (autonomy, connectivity, electrification, shared) strategy – which is focused on expanding on-water participation by attracting the next generation of boaters – applying her knowledge of electrification, autonomous systems and insight from the automotive field into the marine industry in order to develop cutting-edge new products.

"I am honored to be named the 2022 Mover and Shaker of the Year by Boating Industry," said Denari. "This award reflects the commitment and efforts of the entire Brunswick team to deliver exceptional products and experiences on the water. Together, we are focused on leveraging the many synergies across our business to develop the most advanced technology, innovative products and intuitive platforms to enhance the boating experience for all."

Boating Industry remarked on Denari's ability to quickly make a mark on the marine industry noting the collaboration she is leading across the Brunswick organization, her deep experience in automotive technologies that is translating into the transformational products her teams are developing for the marine industry, as well as her leadership in fostering an inclusive environment to mentor the next generation of leaders.

"Boating Industry's annual Movers & Shakers program is proud to highlight leaders across the industry who aren't afraid to take challenges head on and explore new ways of doing things. Brunswick Boat Group president Aine Denari completely exemplifies what it means to be a fearless leader through and through and most well-deserving of being named the 2022 Boating Industry Mover & Shaker of the Year," said Adam Quandt, Editor-in-Chief, Boating Industry.

Under Denari's leadership, the Brunswick Boat Group increased its investments in manufacturing expanding its footprint in seven of its 14 locations around the world; launched 90 new products across its brands and segments, as well as numerous connectivity apps

cultivating boating communities of more than 5,000 consumers; and the Boat Group brands were recognized for their innovative impact with more than 20 top industry awards globally over the past year.

“Aine is a proven leader with two decades of experience defining and implementing industry-leading strategies, driving change and designing and leading world-class teams,” said Dave Foulkes, Brunswick Corporation CEO. “As we look to the future, consumer expectations of boating are being set by other leading edge mobility experiences, and Aine’s deep experience in implementing new technology in the automotive and other industries will help advance our Boat Group strategies and capabilities, and, in particular, accelerate the implementing of our industry-defining ACES strategy.”

To learn more about Denari as the 2022 Mover and Shaker of the Year, view the October 2022 issue of *Boating Industry*: <https://boatingindustry.com/digital-archives/digital-edition-october-2022/>

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; Navico Group, which includes industry-leading brands like MotorGuide, Attwood, Mastervolt, Blue Sea Systems and CZone; Mercury distribution including Land ‘N’ Sea, BLA, Payne’s Marine, Kellogg Marine, and Lankhorst Taselaar; Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Crestliner, Cypress Cay, Harris, Heyday, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Boating Services Network, Freedom Boat Club and Boat Class. For more information, visit brunswick.com.