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BRUNSWICK™

Brunswick Corporation Announces Evolution of Iconic Parent Brand Reflecting Most Comprehensive Technology Vision in Company History

Unveiled at CES, Brunswick's Rebrand Highlights its Unique Technology Solutions and Ability to Deliver Transformative Consumer Experiences

LAS VEGAS, Jan. 04, 2023 (GLOBE NEWSWIRE) -- Brunswick Corporation (NYSE: BC) unveiled today at the Consumer Electronics Show (CES) in Las Vegas, a powerful brand update reflecting the Company's unwavering dedication to architecting the future of the marine industry through technology-driven solutions across its portfolio of category-leading brands. Anchored in its new tagline, "Next Never Rests™," the brand refresh reflects a sustained commitment to innovation embodied in the most comprehensive and integrated product, service and technology strategy in Brunswick's history.

"Brunswick's success has always been rooted in our deep understanding of what the next generation consumer wants – holistic and ecosystem solutions that are grounded in human experiences. Now, we're excited to launch a contemporary brand that fully reflects our culture of challenging convention, our relentless pursuit of excellence, and our commitment to advancing innovation at the edge," said Lauren Beckstedt, Chief Marketing Officer, Brunswick Corporation. "Our tagline, 'Next Never Rests™', pays homage to a future we will define, and underpins the Company's enduring relevance as a leader in technology and sustainable innovation."

The new brand work aims to energize the storied Brunswick brand, better represent the Company's ecosystem of leading marine brands – such as Boston Whaler, Sea Ray, Lund, Freedom Boat Club, Mercury Marine and Lowrance— while amplifying the Company's dedication to transforming experiences on the water and beyond.

"Central to our brand commitment, and the industry transformation we aspire to achieve, are our partners—in our broad customer base, our channel and our supply chain, across technology verticals, and throughout our wealth of world-class talent," said Brunswick CEO Dave Foulkes. "Innovation is what drives Brunswick forward and what excites others to join us as we craft a better, more sustainable future."

To bring the new brand positioning to life, Brunswick launched a new visual identity, inclusive of a new logo and tagline. In coordination with this brand reveal, Brunswick also unveiled a series of innovations at CES 2023, including: the first commercial model in [Mercury Marine's Avator 48V](#) electric outboard series; the first model launched under the all-new and exciting [Veer](#) boat brand, designed for electrification and the next generation of boaters; and Navico Group's newly launched [Fathom e-power system](#) – a lithium-ion power

management system that offers advanced electrical energy storage and distribution capabilities for onboard systems in marine and other mobile and industrial applications. The new brand video can be seen here: <https://youtu.be/gKagV2b10Co>

To learn more about Brunswick's presence at CES 2023, follow online at Brunswick.com/NextNeverRests or follow Brunswick on its social channels on [LinkedIn](#), [Facebook](#), [YouTube](#) and [Instagram](#).

About Brunswick

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.

Lee Gordon
Vice President - Brunswick Global Communications & Public Affairs
Brunswick Office: 847-735-4003
Cell: 904-860-8848
Lee.Gordon@Brunswick.com



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