

Mercury Marine continues its growth as outboards will be offered on select Sportsman models for the first time

FOND DU LAC, Wisc., Sept. 21, 2020 (GLOBE NEWSWIRE) -- Mercury Marine, a division of Brunswick Corporation (NYSE: BC), is pleased to announce that Mercury outboard engines, including the 350 and 400 Verados and other high horsepower Mercury outboards, will be offered for the first time on nine Sportsman models beginning on November 1.

Mercury has continued to grow its presence in key saltwater markets and customers from around the U.S. have been asking for higher horsepower and requesting Mercury outboards. Sportsman, their dealers, and many other key saltwater OEM's, are now giving their customers the opportunity to experience the power and reliability of Mercury.

"We were extremely excited to hear Sportsman and Mercury are working together and we can start offering Mercury engines on Sportsman boats to our customers," said Bill Erickson, Founder and Owner of Erickson Marine. "Mercury has awesome products and our customers were demanding Mercury outboards on their boats. The engines perform incredibly well and have awesome power to weight ratio which is great for the larger bay boats and the offshore boats Sportsman currently offers. With a 26-foot bay boat, you need big horsepower to make it perform but also lightweight, so you do not draw much water – and Mercury has all of that."

Beginning in early November, Mercury packages will be offered on orders of Sportsman models 352, 322, 302, 251, 252, 267, 267OE and 247.

"We are seeing increased adoption of our entire product lineup from boaters around the world, specifically our high horsepower outboards which has led to increased adoption from new OEM's and dealers," said Chris Drees, Mercury Marine president. "Over the past 12 months, we have partnered with 100 new dealers and close to 40 new OEM's – many in key saltwater markets across the United States. It is evident at major shows like the Miami International Boat Show and Ft. Lauderdale Boat Show where there have been more Mercury engines at the show than any other outboard manufacturer over the past few years."

Sportsman, like Mercury, has announced an increase in production this fall to meet the growing demand. Mercury plans to add hundreds of new employees across all manufacturing and distribution.

"This is the beginning of a great partnership and another opportunity to continue our increased presence in saltwater markets," said Randy Caruana, Mercury Marine vice president of the Americas and Asia Pacific. "Our teams have been collaborating on this partnership and it's great to see Mercury power will be on board many of Sportsman's Center Consoles around the country. We look forward to a bright future together."

About Mercury Marine

Headquartered in Fond du Lac, Wis., Mercury Marine is the world's leading manufacturer of recreational marine propulsion engines. A \$3 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications, empowering boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. Mercury's industry-leading brand portfolio includes Mercury outboard engines; Mercury MerCruiser sterndrive and inboard packages; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Land 'N' Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at mercurymarine.com.

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, Thunder Jet and Uttern boats; Boating Services Network, Freedom Boat Club and NAUTIC-ON. For more information, visit <https://www.brunswick.com>.

Forward-Looking Statements

Certain statements in this news release are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on current expectations, estimates, and projections about Brunswick's business and by their nature address matters that are, to different degrees, uncertain. Words such as "may," "could," "expect," "anticipate," "project," "position," "intend," "target," "plan," "seek," "estimate," "believe," "predict," "outlook," and similar expressions are intended to identify forward-looking statements. Forward-looking statements are not guarantees of future performance and involve certain risks and uncertainties that may cause actual results to differ materially from expectations as of the date of this news release. These risks include, but are not limited to: the coronavirus (COVID-19) pandemic, including, without limitation, the impact on global economic conditions and capital and financial markets, changes in consumer behavior and demand, the potential unavailability of personnel or key facilities, modifications to our operations, and the potential implementation of regulatory actions, the effect of adverse general economic conditions, including the amount of disposable income consumers have available for discretionary spending, tight consumer credit markets, and the level of consumer confidence on the demand for our products and services; our ability to successfully implement our strategic plan and growth initiatives; our ability to identify, complete, and integrate targeted acquisitions; the risk that unexpected costs will be incurred in connection with these transactions; the possibility that the expected synergies and value creation from these transactions will not be realized or will not be realized within the expected time period; having to record an impairment to the value of goodwill and other assets; changes to U.S. trade policy and tariffs; negative currency trends, including changes in exchange rates; fiscal policy concerns; adequate financing access for dealers and customers and our ability to access capital and credit markets; maintaining effective distribution; adverse economic, credit, and capital market conditions; loss of key customers; attracting and retaining skilled labor, implementing succession plans for key leadership, and

executing organizational and leadership changes; inventory reductions by dealers, retailers, or independent boat builders; requirements for us to repurchase inventory; actual or anticipated increases in costs, disruptions of supply, or defects in raw materials, parts, or components we purchase from third parties, including as a result of new tariffs on raw materials, increased demand for shipping carriers, and transportation disruptions; higher energy and fuel costs; our ability to protect our brands and intellectual property; absorbing fixed costs in production; managing our manufacturing footprint; outages, breaches, or other cybersecurity events regarding our technology systems, which could result in lost or stolen information and associated remediation costs; managing our share repurchases; competitive pricing pressures; our ability to develop new and innovative products and services at a competitive price, in legal compliance with existing rules; maintaining product quality and service standards; product liability, warranty, and other claims risks; legal and regulatory compliance, including increased costs, fines, and reputational risks; changes in income tax legislation or enforcement; certain divisive shareholder activist actions; joint ventures that do not operate solely for our benefit; international business risks; and weather and catastrophic event risks.

Lee Gordon
Director - Brunswick Global Communications & Public Relations
Brunswick Office: 847-735-4003
Mercury Office: 920-924-1808
Cell: 904-860-8848
Lee.Gordon@Brunswick.com

BRUNSWICK

Source: Brunswick Corporation