

Brunswick Boat Group to Put Internet Tool to Use For Canadian Dealers

LAKE FOREST, IL -- (MARKET WIRE) -- 10/18/10 -- Brunswick Boat Group today announced it has committed to a focused marketing program for 2011 aimed at increasing brand awareness and boat sales leads for its dealers in Canada. The effort will combine existing media, Internet tools and an informative upcoming webinar for dealers. The effort is being spearheaded by many Brunswick boat brands with a significant presence in the important Canadian market.

"We at Brunswick know our dealers are the key to our success. We also know your success is now inextricably linked to the Internet," explained Tom MacNair, vice president - Canadian Regional Sales for US Marine and Outboard Boats, in a letter to dealers. "Keeping up with the changes in the shopping behavior of consumers and their use of the Internet is a full-time job. That is why we have also created a 35-minute webinar to make sure our dealers are informed.

"In addition, we have invested in a multimedia marketing program dedicated to the Canadian marketplace that encompasses the Internet, television and magazine," MacNair added. "We wish to ensure that our dealers are well informed, prepared and able to take full advantage of the media that will drive more customers to their showrooms."

Brunswick has committed to this marketing program, aimed at delivering greater brand awareness and increased sales leads for participating dealers. The program's media elements include boatstest.ca, boatsbuys.ca, canadaboatshow.com, Power Boat Television, Boats & Places magazine, and Boater NEWS.ca. Brunswick brands such as Bayliner, Boston Whaler, Crestliner, Cypress Cay, Harris FloteBote, Lowe, Lund and Princecraft will all have higher profiles in these media as well as offer opportunities for dealers to better align themselves with branding efforts.

"Further, we plan to offer dealers additional Internet capabilities that will complement this branding effort as well as put a number of powerful sales generating and tracking tools at our dealers' convenience," MacNair continued. "For example, participating dealers will have the option to assign a toll-free 800 number that rings at their location. They will also have access to data that will allow them to view their performance on boatsbuys.ca, with a dashboard that summarizes all email and phone leads coming into the various media."

To kick off this effort, Brunswick will invite dealers to participate in an upcoming webinar. Each brand's dealerships will be contacted and notified of the time and contact number. Webinar topics to be addressed include:

- * What your site should have to generate optimum traffic, and keep customers and potential customers coming back for more;
- * Search engine optimization -- how to do it, how much to pay, how to measure if you need it;

* Leads, leads and more leads -- how to get them, how to measure the payoff, and what to do when you receive them, and

* What is new and around the corner -- mobile phone linkage. Do you need it and how to make it happen.

The webinar will be presented by Lifestyle Integrated, producers of a number of marine-oriented television and Internet-oriented programs and Web sites.

Lifestyle is a leader in media innovations, and is the largest marine content production company in Canada.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity" in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser stern drives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, and Diversified Marine parts and accessories distributors; Arvor, Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Suncruiser, Triton Aluminum, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit <http://www.brunswick.com>.

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