

January 10, 2023

BRUNSWICK™

Freedom Boat Club Ranks on Entrepreneur Magazine's Franchise 500 List for 7th Consecutive Year

VENICE, Fla. – January 10, 2023 – [Freedom Boat Club](#), a division of Brunswick Corporation (NYSE: BC) and the world's largest boat club operator, has been recognized on the 2023 Top 500 Franchise List by *Entrepreneur Magazine* for the 7th consecutive year, ranking sixth in the recreational business category and 218th overall.

"We are honored to be recognized on Entrepreneur's Franchise 500 list as one of the top franchisors for the seventh consecutive year. This recognition demonstrates the strength of our brand, our continued growth, and our ability to democratize boating with a model that makes participation accessible to all," said Louis Chemi, Freedom Franchise Systems vice president. "This recognition is truly a testament to our dedicated team members, passionate franchisees, and our shared mission of making boating for everyone."

Entrepreneur analyzed more than 1,100 companies and scored them based on factors such as size and growth, company support, and financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

Most recently, Freedom Boat Club surpassed more than 50,000 memberships and 80,000 members across its global footprint and [announced the Company has more than doubled in size](#) since it was acquired by Brunswick in 2019. Today, Freedom has more than 370 locations across North America and Europe, made up of both corporate locations and a continually growing network of franchise partners to expand boating participation through its convenient, shared-access model. Additionally, the Company was recognized as a 2022 Top Franchise by Franchise Business Review.

"The past year underscores the extraordinary opportunities that the franchise industry presents for entrepreneurs of all levels," says *Entrepreneur* editor in chief Jason Feifer. "The companies named to our 44th annual Franchise 500 list represent some of the most innovative, creative, and trusted brands across many industries and highlight what it takes to build the kind of momentum that drives long-lasting success."

To view the full 2023 Franchise 500 List, visit entrepreneur.com/franchise500, and to learn more about Freedom Boat Club and the franchise opportunities available, visit: freedomboatclubfranchise.com.

About Freedom Boat Club

Freedom Boat Club, a division of Brunswick Corporation (NYSE: BC) and headquartered in Venice, FL., is the world's oldest and largest boat club with more than 370 locations in 34 states, Canada, and Europe. More information about Freedom Boat Club and membership opportunities can be found at FreedomBoatClub.com and franchise opportunities at

[FreedomBoatClubFranchise.com](https://freedomboatclubfranchise.com).

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.