

# Brunswick Corporation : Brunswick Partners with BOATERexam.com to Offer Online Boating Education in Canada

LAKE FOREST, Ill., May 24, 2017 - Brunswick Corporation's (NYSE: BC) dealer services team, Brunswick Dealer Advantage (BDA) announced today that it has partnered with [BOATERexam.com](#) to offer exclusive discounts on online boating education for their dealers in Canada. Brunswick dealers will now be able to access a 50% discount on [BOATERexam.com](#), Canada's best online boater education and certification course.

"Brunswick Corporation remains committed to boating safety and boating education and in honor of National Safe Boating week, we are pleased to announce our new partnership with [BOATERexam.com](#)," said Kirsten Schuchardt, Program Manager for Brunswick Dealer Advantage. "With [BOATERexam.com](#), our dealers in Canada can now offer convenient and engaging boater education to their customers for much less."

BOATERexam.com provides boaters with everything they need to secure a Pleasure Craft Operator Card (PCOC), which is required in all Canadian provinces for anyone operating a powered pleasure boat. As the leader in boater education across North America, [BOATERexam.com](#) has educated and certified more than two million boaters since 1999 and is the largest issuer of the PCOC in Canada.

"We are very excited to be working with Brunswick and the Brunswick Dealer Advantage program as we strive to educate more boaters," said Brent McNamee, CEO for [BOATERexam.com](#). "We have always had a passion for making boater education more accessible and the BDA program will help us do just that."

[BOATERexam.com](#) is the first of many new programs that will be launched this summer by BDA for their dealers in Canada. BDA consists of leading dealer services that are designed to help marine dealers reduce costs and drive revenue, as well as enhance the retail customer experience. Canadian dealers interested in learning more about the [BOATERexam.com](#) program can contact [BOATERexam.com](#) directly at 877-722-8838 ext. 227, or [Brunswick@boaterexam.com](mailto:Brunswick@boaterexam.com). Brunswick dealers in Canada can also contact Brunswick Dealer Advantage at 877-462-3884.

## About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation's leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Payne's Marine and BLA parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; InMovement products and services for productive well-

being; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

## About Brunswick Dealer Advantage

Brunswick Dealer Advantage offers a broad range of dealer services designed to enhance the long-term profitability of Brunswick's dealer partners. Business services focus on four areas: attracting more retail customers, rewarding employees, enhancing operations and profitability. In the United States, financial services include retail financing with Blue Water Finance, Boater's Choice insurance, and extended service contracts with Brunswick Product Protection. Online business services include online classifieds from [boats.com](http://boats.com), [BoatTrader.com](http://BoatTrader.com), and [iboats.com](http://iboats.com). Employee rewards include discounts on AT&T and Sprint wireless, CDW technology products, hotel discounts from IHG and office supplies from Staples. Operational and profitability enhancing services include the Brunswick Dealer Certification program, CDK Global and Constellation dealer management software, and inventory financing through Brunswick Acceptance Company. For more information on all Brunswick Dealer Advantage programs, call 877-462-3884 or visit <http://www.brunswickdealeradvantage.com>.

About [BOATERexam.com](#)

[BOATERexam.com](http://BOATERexam.com) is a subsidiary of parent company Fresh Air Educators, that uses the power of online education to help people around the world get on the water, in the field and on the trail, faster, easier and safer than ever before. Fresh Air Educators offers 125 government approved outdoor recreational safety courses globally including [HUNTERcourse.com](http://HUNTERcourse.com), [ATVcourse.com](http://ATVcourse.com), [SNOWMOBILEcourse.com](http://SNOWMOBILEcourse.com), [PADDLEcourse.com](http://PADDLEcourse.com) and [BOATERexam.com](http://BOATERexam.com). For more information visit

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