



# Marine Retailers Association of America

PO Box 725 Boca Grande, FL 33921  
708.763.9210 phone 708.763.9236 fax [mraa@mraa.com](mailto:mraa@mraa.com) [www.mraa.com](http://www.mraa.com)

*Washington Office, PO Box 4593, Annapolis, MD 21403 Phone/Fax 301.858.7149*

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Contact: Phil Keeter  
708.763.9210

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## **MRAA Applauds Brunswick Model Year Decision**

The Marine Retailers Association of America (MRAA) applauds the recent decision of Brunswick's US Marine division to move the introduction of 2010 product to September of 2009.

Brunswick's decision was based on several factors according to their announcement.

- Allows the dealer to continue liquidating inventory in the heart of the selling season.
- Does not de-value the dealer's inventory due to the availability of new model year product.
- Reduces the risk of retail lenders lowering available credit on existing inventory.
- Will not needlessly confuse the retail customer with new model year product during the selling season.

Brunswick's announcement also cited market conditions, dealer inventory levels, changing credit requirements and the voice of the dealers as critical factors in making this change.

"MRAA has encouraged manufacturers to move the introduction of new product to the fall for the last two decades," said Ed Lofgren, MRAA Chairman. "We're elated that Brunswick has made that decision. The reasons they stated are correct and will be very beneficial to dealers and consumers."

Lofgren continued with the call for all manufacturers to immediately implement the September announcement date to help their dealers. This movement could seriously help dealers to orderly liquidate their inventories.

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