

TRACKER® **marine**

Tracker 2015 aluminum fishing boats now come with a new five-year, full coverage warranty



SPRINGFIELD, Mo. – Tracker Marine Group is announcing a new five-year, bow-to-stern factory warranty covering 2015 TRACKER Boats. This [2015 Tracker Boats warranty](#) coverage includes a three-year warranty on the powder-coat finish, factory-installed trolling motor and factory-installed depth finder, a limited lifetime structural and deck warranty, and full coverage during the warranty period with no prorating. In addition, the warranty has provisions for transfer to a second owner. The new five-year warranty coverage offers a one-stop solution, eliminating the need

to pursue separate warranties with component manufacturers. The length and comprehensive nature of this coverage make this the best factory warranty in the aluminum fishing boat industry. The new warranty applies to Tracker boats beginning with the 2015 model year; those 2015 model year boats purchased before the new warranty announcement will receive the expanded warranty provisions.

“From the early days when we started making aluminum fishing boats, we worked hard to make good quality boats that would provide our customers with years of fun on the water,” said Johnny Morris, founder of Bass Pro Shops/Tracker Marine Group. “Now, 36 years later, the quality craftsmanship of every boat we build is at an all-time high. We are very thankful that our customers are satisfied with their boats and continue to reward us with their loyalty. To show how confident we are of the proven quality built into Tracker boats, they are now backed by the best warranty in the business.”

Tracker quality, construction and customer service are already considered excellent. Tracker customers rate their satisfaction with their boats above 90 on a 100-point scale. Because of this, Tracker has been recognized for excellence in customer satisfaction by the marine industry through the prestigious Customer Satisfaction Index (CSI) award from the National Marine Manufacturers Association.

Tracker aluminum fishing boats are manufactured by Tracker Marine Group, a leading boat builder in the United States. At the company’s Lebanon, Missouri, plant in the heartland of America, Tracker craftsmen, grounded in the skills of aluminum cutting, forming, welding, fabricating and finishing, have applied best-in-class manufacturing strategies to raise the bar on quality and efficiency. Tracker production teams employ Lean Sigma techniques — a process used by global leaders in the automotive, aerospace, appliance, computer and medical equipment industries, to deliver never-ending improvement, high quality and appealing products that bring years of enjoyment to their owners.

The Tracker aluminum fishing boat five-year, bow-to-stern warranty is expected to offer aluminum fishing boat customers even greater peace of mind about choosing a Tracker boat. The new coverage offers a level of assurance boat buyers can't get anywhere else. Tracker Marine Group, which is part of the Bass Pro Shops family, also provides best-in-class warranties on its Sun Tracker and Regency pontoon boat brands, and Mako saltwater fishing boat brand.

For more information about Tracker aluminum fishing boats, visit <http://www.trackerboats.com>. For information regarding other Tracker Marine brands log on to <http://www.trackermarine.com>. For information about the new five-year, bow-to-stern factory warranty covering 2015 TRACKER Boats, visit <http://www.trackerboats.com/warranty>.

Suggested photo caption: Customers can enjoy a fun-filled day on the water secure in the knowledge their Tracker Marine Pro Guide 175 Combo, like all 2015 Tracker aluminum fishing boats, is covered by a new five-year, full coverage warranty.

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About Tracker Marine Group

Tracker Marine Group (TMG), a division of Bass Pro Group, is a leading boat builder in the United States. Founded in 1977, TMG manufactures TRACKER aluminum fishing boats, SUN TRACKER and REGENCY pontoon boats, NITRO performance fishing boats, TAHOE family sport boats, MAKO saltwater fishing boats and ASCEND kayaks in the Midwest. Each brand is manufactured within 100 miles of company headquarters in Springfield, Mo. The Tracker Marine Group boat brands are sold

and serviced through more than 90 Bass Pro Shops locations and more than 200 independent dealers from coast to coast. Visit <http://www.trackermarine.com/> for more information.