



For Immediate Release:
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Mercury dealers recognized for a decade-plus of exceptional customer service

FOND DU LAC, Wis. (Jan. 21, 2016) – Twelve Mercury Marine dealers recently received their 10th consecutive Service Customer Satisfaction Index (CSI) Awards when Mercury recognized dealers who provided exceptional customer service in 2015.

Mercury's Service CSI program measures the satisfaction of consumers after service work was performed on their Mercury outboard or MerCruiser sterndrive or inboard. Winning dealers demonstrated ongoing commitment to providing exemplary customer service based on the responses of customers who had warranty work performed at the dealership during the past year. A total of 125 dealers across North America qualified for the Service CSI Award for 2015.

The dealerships that collected their 10th consecutive awards were:

Ulrich Marine Center - Branson West, MO
Cedar Lake Sales & Service - West Bend, WI
Mr. Marine - Fond du Lac, WI
Nauset Marine – Orleans, MA
Starks Sport Shop - Prairie Du Chien, WI
Hennepin Marine – Hennepin, IL
Chris's Marine - Aransas Pass, TX
Markey Marine Service - Key Largo, FL
Stevens Marine – Tigard, OR
M W Marine - Hales Corners, WI
Millers Boating Center – Ocala, FL
TNT Custom Marine – North Miami, FL

The CSI score for each dealer is measured and monitored by Mercury Marine. After warranty work has been completed, Mercury sends out a Service CSI survey to the consumer, asking him or her to rate the service received. To be eligible for the Service CSI Award, a dealer must maintain a score of 92 or better out of 100 in the Service CSI survey. These surveys ask consumers to rate their overall service satisfaction with the dealership and also indicate if they would revisit the dealership again in the future.

Tracking Service CSI scores is a way Mercury evaluates the effectiveness of its individual dealers and of its own policies and training programs. Dealerships that score high in Mercury's Service CSI surveys are recognized through the awards program.

About Mercury Marine

Headquartered in Fond du Lac, Wis., Mercury Marine is the world's leading manufacturer of recreational marine propulsion engines. A \$2 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications, empowering boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. Mercury's industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land 'N Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at mercurymarine.com.

