Mercury engines produce three Customer Satisfaction Index Awards

TAMPA, Florida (Oct. 1, 2014) – Mercury Marine received 2014 Marine Industry Customer Satisfaction Index Awards this week in each of the three propulsion categories: outboard engines, sterndrive engines and inboard engines.

Mercury was notified of the awards Tuesday by the National Marine Manufacturers Association (NMMA) during the annual industry meeting prior to the opening of the 2014 International Boatbuilders Exhibition and Conference in Tampa, Florida.

Mercury was the only marine engine company to receive more than one CSI award.

The marine industry CSI awards honor manufacturers that actively measure customer satisfaction and pursue continuous improvement to better serve the customer, according to an NMMA press release. Award recipients achieved and maintained an independently measured standard of excellence of 90 percent or higher in customer satisfaction over the past year, based on information provided by customers purchasing a new boat or engine during the period of April 1, 2013, through March 31, 2014.

Participating manufacturers must survey all new boat buyers during that period. For this reporting period, the program surveyed nearly 60,000 consumers.

"Customers are inseparable from a company’s success, and this year’s CSI award recipients have embraced this fundamental understanding by cultivating an exceptional ownership experience," said Robert Newsome, director of engineering standards for the NMMA. "We congratulate these 46 manufacturers for their dedication to their customers and commitment to enhancing the boating lifestyle."

About Mercury Marine

Headquartered in Fond du Lac, Wisconsin, 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.

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