Mercury Marine earns three Customer Satisfaction Index Awards

September 18, 2013

Mercury Marine received 2013 Marine Industry Customer Satisfaction Index Awards in the outboard, sterndrive and inboard categories on Sept. 16 from the National Marine Manufacturers Association. Mercury Marine is the only engine manufacturer to win awards in multiple categories.

The Marine Industry CSI Awards program honors manufacturers that actively measure customer satisfaction and emphasize continual improvement to better serve the customer. Mercury Marine, along with 28 other boat and engine manufacturers recognized, achieved and maintained a customer satisfaction score of 90 percent or higher, based on survey feedback provided by customers who purchased a new engine or boat in the past year. In order to be eligible, manufacturers must survey all new boat and engine buyers during the reporting period.

Mercury Marine was acknowledged for the achievement during the annual Industry Breakfast at the 2013 International BoatBuilders' Exhibition and Conference in Louisville, Ky.

Mercury thanks its dealerships and boatbuilder partners for the integral role they played in helping Mercury Marine earn 2013 CSI awards.

Headquartered in Fond du Lac, Wis., Mercury Marine is a world 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.