

Marina Requirements	Customer Benefit	<i>Pride Diamond Service</i>	Industry Standard
Factory Trained Technicians	Boat repaired quickly and properly	30 factory trained technicians engaging in yearly training program averaging 20 days per year	2 Technicians with 0-5 training days/year
7-day-a-week service, including Sundays	Fast turn around, even on weekends	A 70 hour service work week, including Sundays	44 hour work week (occasional 1/2 day Saturday)
Preferred Customer Programs	Front of the Line Service	A systematic procedure to ensure our customers are cared for first	First-come, First-serve waiting
"A Marina Where I Boat"	More convenient service	92% of Ontario boating happens within 1 hour of a Pride location	Single location selling to all of Ontario at Boat Shows
Waterfront Facility	Boat in, boat out service while you wait	5 on water locations open 7 days a week	1 dry land/landlocked location open 5 days a week
100% Satisfaction	Security and risk-free service	1 year warranty on all Pride repairs using OEM parts	30 day repair warranty
Secure Storage	Worry-free off-season	Choice of shrink wrapped rack or covered storage. Insured, secured, fenced and gated with security surveillance and alarms. **Heated storage coming in 2008/09	Shrink wrapped field storage or pole barn in unsecured rural setting. Insurance is conditional on boat owners personal coverage.
Trained Boat Handlers	Safe movement of your boat out of the water	Insured DOT & MTO approved and inspected trailers, trucks and forklifts operated by trained qualified drivers with movement capacity up to 50'	Converted retail trailers and older uncertified forklifts operated by summer students with movement capacity to 25'
Mobile Service and Delivery	Easy access to hassle-free service	23 service trucks, 7 service boats and a fleet of hydraulic and standard trailers	2-4 trucks, possible 1 service boat (<i>on water locations only</i>)