



March 1<sup>st</sup>, 2011

## Sportsman's Outfitter & Marine Awarded Mercury Marine Service Award

Mercury Marine has presented Sportsman's Outfitter of Lee's Summit, Missouri, its prestigious Service Customer Satisfaction Index (CSI) Award for 2010.

Mercury Marine's Service CSI Program measures the satisfaction of consumers after having service work done on their Mercury outboard or MerCruiser Sterndrive or inboard. Sportsman's Outfitter won the Service CSI Award for its 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 104 dealers out of over 5,000 across North America qualified for the Service CSI Award for 2010. It is noteworthy that this is the fifth consecutive year Sportsman's Outfitter has earned this impressive award. Sportsman's Outfitter has earned this distinction every year that it has been offered by Mercury Marine. Only 19 dealerships in North America have won the award all five years it has been available.

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 rolling 12-month score of 90 or better out of 100 in three areas of the Service CSI survey. These questions ask consumers to rate their overall service satisfaction with the dealership, rate their satisfaction with the Service Advisor at the dealership, and also indicate if they would re-visit 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.

Mercury Marine is a division of Brunswick Corporation.

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"<sup>TM</sup> in all its leading consumer brands, including Mercury outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Boston Whaler, HarrisKayot, and Sea Ray boats. For more information, visit [www.brunswick.com](http://www.brunswick.com)