



PRESS RELEASE:

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NAUTIC-ON™ names Sandoval National Director, Business Development

NAUTIC-ON™ has named marine industry veteran Lou Sandoval as national director of business development. Sandoval, who serves on the boards of the Recreational Boating and Fishing Foundation, Sail America, Recreational Boating Leadership Council and the Chicago Yacht Club where he also serves on the executive board as the Vice Commodore. Most recently, he spent 16 years as a marine dealer principal at Karma Yacht Sales in Chicago. Under Sandoval's leadership, Karma Yachts became a nationally ranked dealership, with a focus on superior customer service.

In February, NAUTIC-ON announced the launch of its smart boating platform. The platform improves the boat ownership experience through connectivity and service.

"The reason NAUTIC-ON exists is to improve the boating experience through intelligent solutions. Lou shares a desire to make a meaningful impact on both the boating and boat ownership experience. He brings direct experience to help our marine partners leverage technology to improve their businesses and provide a better boating experience," said Adam Schanfield, NAUTIC-ON general manager.

In the newly-created position, Sandoval will lead the development of NAUTIC-ON's domestic sales and strategic partnerships with dealers, marinas, distributors, boat builders, and other marine companies.

"I have seen the direct business benefit of utilizing technology to improve customer service. The combination of a shortage of skilled labor and increasing customer expectations makes it imperative that the industry leverages technology to work smarter, not harder," said Sandoval. "I'm very enthusiastic about the power of the NAUTIC-ON smart boating platform and excited to join the team at this pivotal time. I'm eager to help the industry provide a better boating and boat ownership experience through intelligent technical solutions."

Prior to the marine industry, Sandoval had a successful 17-year career in the biotech/biomedical industry where he held many positions of increasing responsibility for several FORTUNE 100 companies. Aside from his role as an industry advocate and leader, Sandoval is an accomplished sailor. He has competed in many historic offshore ocean races and has won eight of the eighteen Race to Mackinac's he's competed in, he knows firsthand the issues facing boaters of all types. Sandoval has applied the lessons learned on the water to his business strategy and has been recognized for his contributions to the industry.

"Lou is an exceptional leader and has been highly successful providing first-class customer service to boaters," Schanfield said. "We are very pleased to welcome him aboard, and look forward to his contributions to the continued growth of NAUTIC-ON."

About NAUTIC-ON™

Headquartered in Chicago, NAUTIC-ON is a marine technology and services business that simplifies the boating experience through its smart boating platform. NAUTIC-ON is a Brunswick Corporation brand. For more information visit <http://www.nautic-on.com>.

About Brunswick

Headquartered in Mettawa, Ill., Brunswick Corporation's leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick, Mercury, Quicksilver and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Lankhorst Taselaar, Payne's Marine and BLA parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

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