



Marine Retailers Association of the Americas

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MRAA Partnership Gains New Partner Members In April

MINNEAPOLIS, MINNESOTA. May 10, 2018 — The Marine Retailers Association of the Americas is please to announce two new Partner Members into membership. **Bank of the Ozarks** and **MOTOTV** have joined the association's growing roster of marine industry supporters.

Bank of the Ozarks

Bank of the Ozarks is a regional bank with expertise in marine lending, servicing marine dealers throughout the United States. The Indirect Lending team at Bank of the Ozarks has some of the most experienced and respected professionals in the industry, providing indirect consumer financing for dealers and brokers who sell and finance yachts and boats, aircraft and recreational vehicles.

"We value the members of the MRAA as well as the leadership and staff of the association," says Scott Ramsden, Executive Vice President – National Sales Manager at Bank of the Ozarks. "We are passionate in our support of a thriving marine industry, helping retailers nationwide grow their business and allowing more families to enjoy activities on our nation's waterways."

Much like the MRAA, Bank of the Ozarks values the relationships they create with their customers. They attribute their on-going success to a relentless pursuit of excellence and by providing exceptional service to their customers. Their efforts have not gone unnoticed by the banking world; they have been named the Nation's Top Performing Bank in their asset size category for eight consecutive years by leading industry publications.

"Without the support of partners, like Bank of the Ozarks, we would not be able to provide our members with the tools and resources necessary for the betterment of their businesses", says Matt Gruhn, MRAA President, "We are excited to announce this partnership with Bank of the Ozarks and applaud their commitment to the success of the industry."

MOTOTV

MOTOTV Networks, an in-store, digital signage network for powersport and action sport retailers, provides its customers with customized and branded content to display on their showroom televisions.

"The MRAA has been an awesome resource to keep us at the forefront of the Marine Industry," says Chris Mosera, Co-Founder of MOTOTV, "We love how they constantly share new ideas with retailers to keep their businesses healthy and growing!"

MOTOTV offers unique video, advertisement, and announcement footage specifically designed for each dealership. MOTOTV continues to update and provide new content with the purpose of informing, educating, and entertaining customers, in order for dealerships to reach their specific sales and marketing goals.

“We all know that part of the sales process is to attract potential boat buyers to the boating lifestyle, MOTOTV provides great content that not only helps sell the product, but provides a glimpse into boat ownership,” says Matt Gruhn, President of the Marine Retailers Association. “We are pleased to welcome MOTOTV to the MRAA family and support their continued effort to creating lifelong boaters.”

Bank of the Ozarks and **MOTOTV** have joined the roster of boat manufacturers, vendors and suppliers who support the efforts of the MRAA through partnership, continues to grow. [Find a full menu of partner benefits here.](#)

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com or contact us at 763-315-8043.

About Bank of the Ozarks

Bank of the Ozarks is a regional bank providing innovative financial solutions delivered by expert bankers with a relentless pursuit of excellence. Bank of the Ozarks has been recognized as the #1 bank in the nation in its asset size for eight consecutive years. Learn more at <http://www.bankozarks.com>

About MOTOTV

MOTOTV is a in-store, digital signage network that delivers relevant, customizable brand content for powersport and action sport retailers. MOTOTV targets the customer with material that displays products in action and the necessary information to help viewers through the buying process. Learn more at www.mototvnetwork.com.