

# News Release

## Brunswick Corporation : Brunswick and Wells Fargo Commercial Distribution Finance Dealers M

**METTAWA, Ill. Sept. 4, 2018** - Leveraging its successful and longstanding relationship with Wells Fargo, Brunswick Corporation entered into an agreement, naming CDF as the preferred provider of floorplan financing for all Brunswick Commercial Finance (BCF), effective Dec. 1, 2018.

Under the new BCF program, dealers will have access to a streamlined and simplified financing program, flexible financing programs, 24/7 account access for dealers through the Customer Online Manager on inventory.

"We are excited to introduce this private label financing for Brunswick and Mercury dealers in Canada providing innovative financing solutions alongside such a great company as Brunswick."

This private label offering also provides dedicated credit lines for Brunswick dealers and its product line. Cecil Cohn, vice president - Boating Services Network. "In order to do that, they need simplified options. Brunswick has more than 45 years and has been an excellent joint venture partner to serve our U.S. dealers."

As part of Brunswick's recently announced Boating Services Network, it is expected that this BCF program will be a success of our existing services for U.S. dealers like retail finance outsourcing, extended product protection, and the Boating Services Network and help them expand their profits on each transaction, while delivering a superior purchase experience in 12 months."

Canadian dealers received notice today of the Brunswick Commercial Finance offering. The transition to the new program, Canadian dealers can contact Patricia Carrara, Relationship Manager - Wells Fargo Commercial Distribution Finance.



**About Wells Fargo Commercial Distribution Finance™.** Wells Fargo Commercial Distribution Finance provides inventory financing solutions, service and intelligence for manufacturers globally in 2017. CDF provides inventory financing solutions, service and intelligence financing, asset-based lending, private label financing, collateral management, and related financial services.

### **About Boating Services Network**

Headquartered in Vernon Hills, Ill., Boating Services Network's leading dealer finance and operation solutions include Mercury Finance (Canada), retail finance from Blue Water Finance and Mercury Repower Finance, retail extended warranty from Blue Water Finance, retail engine manufacturers, retail insurance from Boater's Choice Insurance and close to 50 name brand dealers. For more information, contact Kirsten Schuchardt, Director, Sales & Dealer Services at 920-929-5094.

## BRUNSWICK

### **About Brunswick**

Headquartered in Mettawa, Ill., Brunswick Corporation's leading consumer brands include Mercury, Anchor, Attwood, BEP, Blue Sea Systems, Czone, Del City, Garelick, Lenco Marine, Marinco, MasterCraft, and accessories; Land 'N' Sea, Kellogg Marine, Lankhorst Taselaar, Payne's Marine and BLA parts and accessories; Cypress Cay, Harris, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttermost Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswickcorp.com>

