

Investor Relations

- Overview
- Investor Information
- Publications and Filings
- Stock Information
- News
- Shareholders
- Contact Information

News Release

 [View printer-friendly version](#)

[<< Back](#)

Brunswick and the MRAA Partner for Healthcare and Extended Service Contracts

METTAWA, Ill., Sept. 26, 2018 – Brunswick Corporation’s (NYSE: BC) dealer services program, Brunswick Dealer Advantage (BDA), and the Marine Retailers Association of the Americas (MRAA), have announced a partnership which will provide Brunswick marine dealers with access to healthcare options through MRAA Health, while providing MRAA dealers with access to extended service contract sales through Brunswick Product Protection.

“MRAA and BDA are both dedicated to providing dealerships with the resources they need to thrive, and we are excited to be partnering,” explained Matt Gruhn, president of the MRAA. “The MRAA Health and Brunswick Product Protection opportunities now available through this partnership are just the beginning of the benefits Brunswick dealers and MRAA dealer members will experience as we continue to align and share resources.”

Facilitated by Bukaty Companies, the MRAA Health program delivers reduced-cost health insurance to businesses across the United States. Bukaty Companies is a preferred partner for several major insurance providers, and their relationships, passed through the MRAA Health program, makes this program available in all 50 States. MRAA Health will now be a key program available through BDA, which is designed to help Brunswick dealers attract more customers, reward and retain employees, and improve operational efficiencies.

“Over the years, Brunswick dealers have continued to request an offering from the BDA program to help solve their dealership healthcare needs,” said Kirsten Schuchardt, director of sales and dealer services for Boating Services Network. “We are excited to be working with the MRAA and Bukaty Companies to be able to provide them with a real solution.”

In addition to health insurance benefits, Bukaty Companies offers dental, vision, short- and long-term disability, life, critical illness, accident and identity theft insurance. This unified program also extends COBRA, FSA, HSA, FMLA opportunities, as well as wellness programs, HR and compliance support and training, in customized programs that best fit each individual dealer’s needs.

“One of the things that we like the best about this program is that it’s not a one-size-fits-all approach,” says Nikki Duffney, MRAA member development manager. “Bukaty Companies really takes the pain out of finding the right insurance program and delivers our members the absolute best program for them, their business and their employees. And to date, we’re proud to report that our members are seeing significant savings.”

Brunswick marine dealers interested in accessing an insurance quote from Bukaty Companies can log onto the BDA website at www.brunswickdealeradvantage.com and fill out the simple, one-page quote request form. To activate a quote from Bukaty Companies, Brunswick dealers will need to be active MRAA members. To confirm membership or to become a member, Brunswick dealers can call 763-315-8043 or go to www.mraa.com/memberships.

As part of this partnership, MRAA members will now have access to Passport and Passport Premier extended engine and accessory protection plans for recreational power boats through Brunswick Product Protection. Passport and Passport Premier offer industry-leading breadth of coverage at competitive pricing to the dealer, often adding significant profits to each boat sale while helping participating dealers to deliver a first-class purchase experience. Important downstream service revenues are also realized as most claims work is returned to the dealership where the customer bought the extended protection.

"We are very pleased to make our product protection brand available to MRAA Dealers, all with the superior service levels our existing dealers already receive," said Jason Cochran, director of sales and operations for Brunswick Product Protection. "We support dealers' total business by covering engines and accessories on most types of recreational power boats, and now we will be able to support MRAA dealers as well."

The Passport program provides competitively priced, entry-level coverage for almost all brands and types of power boats. Passport Premier offers the program's most comprehensive engine component coverage. This includes unique non-defective engine breakdown protection against overheating, scored pistons and much more. The accessory plans protect the major components throughout the vessel and are custom tailored to the customer's boat type. MRAA members interested in offering the program can call Brunswick Product Protection at 800-950-3808.

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; Ancor, Attwood, BEP, Blue Sea Systems, Czone, Del City, Garelick, Lenco Marine, Marinco, Mastervolt, Mercury, NAUTIC-ON, Park Power, Progressive Industries, ProMariner, 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, 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>.

About Brunswick Dealer Advantage

As part of Boating Services Network, Brunswick Dealer Advantage offers a broad range of dealer services designed to enhance the long-term profitability of Brunswick's dealers. Business services focus on four areas: attracting more retail customers, rewarding employees, enhancing operations, and increasing profitability. For more information on all Brunswick Dealer Advantage programs, call 877-462-3884 or visit <http://www.brunswickdealeradvantage.com>.

About Brunswick Product Protection

Headquartered in Vernon Hills, Ill., Brunswick Product Protection is the extended marine protection division of Brunswick, administering leading, long-term engine and accessory protection retail programs for leading marine dealers across the United States. Brunswick Product Protection also provides extended protection solutions that allow OEMs to offer more competitive engine and/or major accessory limited warranty term lengths.

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 www.MRAA.com or contact us at 763-315-8043. Neither MRAA nor MRAA Health Care insurance companies; MRAA Health simply represents the association's program branding under which Bukaty Companies provides medical, dental and vision insurance, in addition to several other ancillary products and services.

About Bukaty Companies

Bukaty Companies is one of the largest privately owned, full-service employee benefits companies in the Midwest. Bukaty Companies is licensed in all 50 states and offers a full array of employee benefits. Bukaty Companies provides all its clients with concierge level service. Bukaty Companies just celebrated its 25th year in business and has grown from three employees to over 220 full-time employees. For more information, visit www.bukaty.com or contact us at 913-258-2233.

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 Print Page

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