



Marine Retailers Association of the Americas

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Forest River joins MRAA as Platinum Member

MINNEAPOLIS – Oct. 5, 2017 – Forest River Marine, makers of Berkshire, South Bay and Trifecta pontoons has joined the Marine Retailers Association of the Americas at the highest level as a Platinum Partner Member.

“We believe in the importance of a strong and effective dealer body,” says Tom McCuddy, General Manager of Forest River Marine. “We are proud to have a strong network of dealers, and we believe that supporting the work of our industry’s dealer association is an important contributor to the overall health of our industry and our boating community.”

Forest River Marine's three boat lines: South Bay; Berkshire and Trifecta offer many different floor plans to appeal to all types of boaters. John Sweeney, Marketing Director, states; "We have a boat for every on-water activity, from cruising and fishing models to luxury entertainment and triple tube performance models. Quality is engineered into each boat's DNA. You can see it in the styling, feel it in the performance and experience it in the excitement of owning one of our pontoons!"

“The Forest River team has shown a great desire to strengthen its dealer network in support of their customers,” says Matt Gruhn, President of MRAA. “From their participation at our annual conference all the way through to their communications with the Forest River dealer network about programs and opportunities that our team here at MRAA has to offer them, they continue to invest in and lead the way with dealer development.”

Forest River joins a continually growing roster of boat manufacturers, vendors and suppliers that have chosen to support the dealer community through partnership with the MRAA. The support of these organizations enables MRAA to expand the products and services it offers to dealers, with the goal of providing them with more tools, resources and educational opportunities to fuel their success. [Find a full menu of partner benefits here.](#)

About the Marine Retailers Association

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 Forest River Marine

Based in Middlebury, Ind., Forest River Marine is a top-tier pontoon boat manufacturer, building entry-level through luxury performance boats powered by up to twin 400 H.P. motors. Brands include: South Bay, Berkshire and Trifecta. Product offerings include; cruise, entertainment, fish, and sport models. Forest River Marine, a division of Forest River, Inc., has been building high quality pontoon boats since 1998. Founded in 1996, Forest River, Inc. employs over 10,000 people in multiple manufacturing facilities throughout the Midwest, south, southwest and west coast, producing motorized class A, B and C motorhomes, travel trailers, fifth wheels, pop-up tent campers, park model trailers, commercial vehicles, buses, pontoon boats and restroom trailers. Forest River, Inc. was acquired by Warren Buffet's Berkshire Hathaway, Inc. in 2005. For more information please contact ForestRiverInc.com or 574-825-8696