



## Marine Retailers Association of the Americas

8401 73<sup>rd</sup> Ave. N. Suite 71, Minneapolis, MN 55428

Phone: 763-315-8043 E-mail: [matt@mraa.com](mailto:matt@mraa.com)

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CONTACT: Matt Gruhn; 763-315-8043; [matt@mraa.com](mailto:matt@mraa.com)

### **Crownline Boats joins MRAA as Premier Partner member**

MINNEAPOLIS, Minn., January 4, 2018 — Crownline Boats has signed on to support the Marine Retailers Association of the Americas by becoming a Premier Partner member.

Since 1991, Crownline Boats says it has been committed to being the best in class, not only in product, but also in customer satisfaction. The boat brand prides itself in its investments in quality control, marketing, production, and design to ensure it delivers the highest level of customer service.

“Crownline cares deeply about the industry in which we do business. We want to see the industry grow and prosper and help promote boating as one of the best possible ways to create memories with loved ones on the water,” says Amy Turner, Sales & Marketing Director of Crownline Boats.

Crownline Boats offers seven boat models to accommodate today’s boat buyers. The focus of the Crownline research and development team, the company says, is to continue to provide unique beauty, luxury, convenience, functionality, quality and performance throughout their line-up.

“We are thrilled to welcome Crownline Boats back to the MRAA family,” says Matt Gruhn, President of MRAA. “It’s great to have the support of such a prestigious brand that shares MRAA’s commitment to strengthening the dealer community.”

With the addition of Crownline Boats, 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](http://MRAA.com) or contact us at 763-315-8043.

#### **About Crownline Boats**

Crownline Boats are without a doubt the most exciting and progressive boats on the market today. Our innovative design philosophies have always set us apart from the crowd, sporty, sophisticated, and classy. Our design team is always looking for ways to take our boats to the next level. Unique beauty,

luxury, convenience, functionality, quality and performance are the focus of our Research and Development division at Crownline. This is where it all begins. Then we follow that up, with one of the industry's best warranties and a strong commitment to customer satisfaction.