

Brunswick combines Bayliner, Heyday, Quicksilver and Uttern to Form “Venture Group”

METTAWA, Ill. July 29, 2019 - The Brunswick Boat Group has announced the formation of The Venture Group, which will be composed of four of Brunswick’s leading boat brands – Bayliner, Heyday, Quicksilver and Uttern. Leading the group will be Keith Yunger, who was most recently the President of Bayliner.

The Venture Group will give Brunswick Boat Group the opportunity to leverage the capabilities and best practices from all key functions of the group, allowing these four brands to accelerate their progress toward quality, technology, world-class customer service and a superior boating experience.

“Each of these brands is well positioned to support the goal of expanding boating participation and access by providing a gateway to affordable, safe and exceptional boating experiences to a growing and diverse group of global customers,” Brunswick Boat Group President Huw Bower explained.

Joining Yunger in the leadership of the Venture group are Corey Duke, who has been named general manager for the Bayliner and Heyday brands, and Benoit Verley, who will assume the role of general manager for the Quicksilver and Uttern brands. Both Duke and Verley will have full responsibility and accountability for directing commercial activities – including sales, marketing, customer service and the management of the product portfolio -- for their respective brands. Mike Fritts will lead operations for the group and be responsible for manufacturing, the supply chain and logistics. New product development will be led by Jonathan Flesher.

“I’m privileged to work with this team of passionate and experienced leaders,” Yunger said.

“Together, with our formidable dealer and sales support channel, I’m confident that we will

sharpen our focus on these leading brands and the marketplace, while taking full advantage of proven engineering and operations practices that will strengthen our business.”

About Brunswick

Headquartered in Mettawa, Ill., Brunswick Corporation’s leading consumer brands include Mercury Marine outboard engines; Mercury MerCruiser sterndrive and inboard packages; Mercury global parts and accessories including propellers and SmartCraft electronics; Power Products Integrated Solutions; MotorGuide trolling motors; Attwood, Garelick, and Whale marine parts; Land ‘N’ Sea, BLA, Payne’s Marine, Kellogg Marine, and Lankhorst Taselaar marine parts distribution; Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Crestliner, Cypress Cay, Harris, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Boating Services Network, Freedom Boat Club, NAUTIC-ON, OnBoard Boating Club and Rentals. For more information, visit <https://www.brunswick.com>.

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