



Marine Retailers Association of the Americas

8401 73rd Ave. N. Suite 71, Minneapolis, MN 55428

Phone: 763-315-8043 E-mail: matt@mraa.com

FOR IMMEDIATE RELEASE

CONTACT: Matt Gruhn; 763-315-8043; matt@mraa.com

MRAA, Centurion-Supreme partner on Dealer Certification

AUSTIN, TEXAS, December 4, 2018 — The Marine Retailers Association of the Americas partnered with Centurion & Supreme Boats at the manufacturer's Dealer Meeting and Sales School in mid November to support dealer development through the Marine Industry Certified Dealership Program.

The Centurion and Supreme brands announced at the meeting that they would reward their dealers with a per boat rebate incentive, beginning with the 2020 model year, for those businesses that achieve Certified Dealership status. By launching it at the meeting, the boat brands have given their dealers a little more than seven months to enroll, navigate the program and earn their Certification credentials, and to further incentivize their participation, for those dealers that enrolled at the meeting, Centurion & Supreme offered a travel cost rebate to go along with a \$200 discount from the MRAA.

"As we continue to roll out the key initiatives of our three-year strategic plan, it's important to our entire team that we invest in our dealer network and demonstrate that we will reward those businesses that want to improve alongside us," says Paul Singer, President of Centurion & Supreme Boats. "We believe this relationship with the MRAA and the Dealership Certification Program will help to optimize our dealer network and propel us to the lofty goals we have set for our growing brands."

With nearly a dozen dealerships signing up during the meeting, the Centurion & Supreme dealer network now boasts more than one-third of its network that are either already Certified or in progress toward earning their Certification credentials. Dealership Certification focuses on helping dealers create a world class customer experience by helping build a culture of continuous improvement. Through a focus on operations, employee development and customer experiences, Dealership Certification has grown its participation by 88 percent over the last five years while partnering with more boat manufacturers that focus on dealer development.

"We have been incredibly impressed with Centurion & Supreme and their leadership team's vision for dealer growth and development," says Matt Gruhn, MRAA President. "They have a truly authentic approach to how they fuel dealer success with new tools and opportunities that strengthen the dealer-manufacturer partnership and lead to sustainable growth for both. It's an honor for us to have the opportunity to partner with them to infuse foundational principles and best practices of dealership operations into their growing network."

About the Marine Retailers Association of the Americas

At the MRAA, our team believes that for the marine industry to thrive, the dealers on the front lines of the

industry must first find success. With that in mind, we work to create a strong and healthy boating industry by providing dealers with tools, resources and educational programs — such as MRAATraining.com, the Marine Industry Certified Dealership Program, and the annual MRAA Conference & Expo — and by representing those businesses with a powerful voice. For more information, visit MRAA.com.

About Centurion Boats: Creating the World's best waves, wakes and ride since 1976, Centurion is a towed water sports boat manufacturer built on innovation and commitment to excellence. As a Correct Craft Company we are charged with "Making Lives Better". We embody this phrase with the boats we build along with the lives we live on and off the water. Centurion Boats is the perfect ride every time. To learn more about Centurion Boats, visit www.centurionboats.com.

About Supreme Boats: There is a growing movement of people embracing the Supreme life with the only affordable premium towboat on the market. With performance, style, simplicity and strength built to maximize fun on the water, Supreme Boats are the fastest growing surf and wake boat brand with industry-leading market share growth. Spend more time on the water doing what you love. It's more fun to have fun. <http://supremetowboats.com>

About Correct Craft: Celebrating 93 years of excellence in the marine industry, Correct Craft is a Florida-based company with global operations. The Correct Craft family includes Nautique, Centurion, Supreme, Bass Cat, Yar-Craft, SeaArk, and Bryant boat companies, Pleasurecraft Marine Engine Group, Watershed Innovations, and Aktion Parks. For more information please visit www.correctcraft.com.