



## **MASTERVOLT AND WHALE TO JOIN ADVANCED SYSTEMS GROUP EMEA BRAND PORTFOLIO**

**AMSTERDAM (November 17, 2021)** – Brunswick Corporation’s (NYSE:BC) Advanced Systems Group announced today, that both Mastervolt and Whale will become part of the Advanced Systems Group EMEA (ASG EMEA) portfolio, joining the largest and most complete parts and accessories businesses in the global marine and mobile industries. With this announcement, ASG EMEA now brings together 13 market leading brands in power management, digital control and monitoring, electrical components, networked devices and water systems, to operate as a single organisation in EMEA – ensuring unparalleled customer service for ASG’s global channel partners.

“The ASG brands are firmly established in both the marine and mobile industry and the depth and scope of ASG’s resources ensures that a strong platform exists as we continue our ongoing innovation journey,” said Ton de Winter, President of Advanced Systems Group (ASG) EMEA. “Both Mastervolt and Whale have a reputation for quality and innovation and while our customers will benefit from the enhanced capabilities that ASG EMEA provides, both brands will retain their individual identities, and continue the product development journey that has made them leaders in the marketplace for many years.”

Revealing a bold vision, ASG EMEA is driven to be the region’s most trusted partner to the marine and mobile industries, delivering optimal user experience, whether on the water or on the road. Stronger together, the brand portfolio comprises of Ancor, Attwood, BEP, Blue Sea Systems, CZone, Garelick, Lenco, Marincó, Motorguide, Mastervolt, ProMariner, RELiON and Whale, offering customers an improved user experience with new levels of product innovation, customer support and service.

“This announcement reflects the evolving business expansion and bold future mission as part of the Advanced Systems Group EMEA,” said de Winter. “We believe in the power of collaboration and bringing together these great brands under our Advanced Systems Group portfolio will provide limitless options for both our marine and mobile applications as well as

our customers and employees. I am excited for the new opportunities that will be available to ASG EMEA customers in the future.”

### **About Mastervolt**

Mastervolt is part of Advanced Systems Group (ASG) by Brunswick. ASG is the world’s leading supplier of products and integrated systems to the marine, RV, and Specialty Vehicle industries. The broad portfolio of market leading brands in power management, digital control and monitoring, electrical components, networking devices and water systems include Ancor, Attwood, B&G, BEP, Blue Sea Systems, C-MAP, CZone, Garelick, Lenco, Lowrance, Marinco, MotorGuide, Mastervolt, ProMariner, RELiON, Simrad and Whale. ASG is driven, every day, to be the world’s most trusted partner to the marine and mobile industries.

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