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Crestliner Receives Twelfth Consecutive NMMA CSI Award

OSTEGO, Minn., Feb. 25, 2019 (GLOBE NEWSWIRE) -- Crestliner recently received its twelfth-straight Marine Industry Customer Satisfaction Index (CSI) award from the National Marine Manufacturers Association (NMMA) at the 2019 Progressive® Insurance Miami International Boat Show. The CSI award honors boat builders whose customer-satisfaction scores are the highest across the industry.

Crestliner President Brittany Hizer said that receiving the award is an important standard to maintain. “Taking our customers’ satisfaction seriously encourages us to invest in our product, support our dealers, and make sure our customers are having the best boating experience possible,” Hizer said. “Listening helps us lead the way, knowing what needs exist before the customer asks. This is how we build lifelong relationships among Crestliner, our dealers and our customers.”

Crestliner received the 2018 NMMA CSI award in the Aluminum Outboard Boats category. Companies must achieve and maintain an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over the previous year in order to receive the award. The data is based upon information provided by consumers who had purchased a new boat or engine between Jan. 1, 2018, and Dec. 31, 2018. Crestliner exceeded that benchmark with an average score of 91.08% percent in the Aluminum Outboard category.

“The CSI award is a true honor that affirms our focus on customer experiences,” said Vince Shimanski, Crestliner’s customer service manager. “Being recognized with this award means we’ve hit our customer satisfaction goals, and then it’s about keeping that momentum going.”

About Crestliner
Located in Otsego, Minn., Crestliner boats and pontoons are crafted with an uncompromising mix of functional design, all-welded aluminum construction and a relentless commitment to excellence. Since 1946 Crestliner has been making boats forged with strength and defined by durability. As a world-wide leader, Crestliner continues to redefine the industry with boats built to last. A testament to our quality and craftsmanship, Crestliner has received the CSI Award of Excellence in Customer Satisfaction for Aluminum Outboard Boats for 12 consecutive years. Learn more about Crestliner and its line of boats by visiting crestliner.com Crestliner is a division of Brunswick Corporation, a leader in the recreational marine industry, brunswick.com

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 & Lankhorst Taselaar marine parts distribution; and 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, NAUTIC-ON, OnBoard Boating Club and Rentals; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; and Brunswick billiards tables, accessories and game room furniture. For more information, visit https://www.brunswick.com.

About NMMA

National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information, visit NMMA.org.

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Source: Brunswick Corporation