May 15, 2019

Langlais Named President - Sea Ray Boats

METTAWA, Ill., May 15, 2019 (GLOBE NEWSWIRE) -- **--** The Brunswick Boat Group, a unit of Brunswick Corporation (NYSE: BC), today announced that Steve Langlais has been named President - Sea Ray Boats, succeeding Brad Anderson, who has chosen to pursue opportunities outside the Company. Langlais, currently President – Ft. Wayne Operations for Brunswick, will continue to report to Brunswick Boat Group President Huw Bower. The appointment is effective immediately.

“Steve is an excellent fit for Sea Ray,” Bower said. “He has a very impressive track record of accomplishment, building and growing premium brands and fostering strong distribution relationships. His energy and engaging leadership ensure that Steve will continue to drive the exciting transformation underway at Sea Ray.

“Celebrating its 60th anniversary and with committed investment in technology, design, capacity and talent, Sea Ray is bringing to life a bold vision for the future of this iconic brand,” Bower continued. “I am thrilled that Steve’s strategic insight, commitment to quality, and collaborative leadership style will perfectly complement Sea Ray’s talented leadership team and experienced employee base. Steve will continue to build upon the brand’s strong heritage and extend Sea Ray’s leading position in the global marine market.”

Langlais joined Brunswick in 2016 as President – Princecraft Boats. He assumed his current responsibilities at Ft. Wayne, an important production center for Brunswick’s popular pontoon brands, including Harris, in 2018. During his tenure at Ft. Wayne, Langlais has overseen a number of strategic investments and process improvements to further strengthen operations, improve quality, and refine Brunswick’s pontoon portfolio, leading to record results in 2018.

Brunswick has begun the process to identify Langlais’ successor. In the interim, Jorge Valdes, vice president – supply chain, will lead the Ft. Wayne operations team, reporting to Bower.

“We thank Brad for his many contributions through the years in a variety of roles since joining Brunswick in 2001, and we wish him the very best in his future endeavors,” Bower concluded.

Prior to his assignment at Princecraft, Langlais worked for Soucy International, where he spent four years in managing P&L responsibilities and sales. Prior to that, Langlais was with Bombardier, where he had spent 16 years in various engineering and procurement roles within their recreational products divisions.

Langlais has a bachelor’s degree in mechanical engineering from Laval University, and a Master’s in Business Administration from Sherbrooke University.

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, 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.

Dan Kubera
Director – Media Relations and Corporate Communications
daniel.kubera@brunswick.com
847-735-4617

BRUNSWICK

Source: Brunswick Corporation