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BRUNSWICK

Sea Ray® Launches All-New SeaRay.Com

Official Website Relaunched with a Sleek New Look and Enhanced Features for an Optimized Customer Experience

KNOXVILLE, Tenn. (Jan. 30, 2020) — Sea Ray is continuing to make waves and offer elevated experiences and unrivaled support with the launch of the redesigned, SeaRay.com. The all-new site has been upgraded with a contemporary design and a host of user-friendly features designed to support Brunswick's mission of advancing the Sea Ray brand, promoting boating as a recreation of choice, demystifying the boat buying processes and supporting the boating community.

Built on the Adobe Experience Manager (AEM) platform with Adobe Analytics for marketing effectiveness and a more customized digital transformation, the site features a streamlined navigation for users to seamlessly find and request Sea Ray information and dealer support. Using the Filtered Search developed from consumer insights, users can easily search capabilities and discover comparisons between Sea Ray models. On the robust model pages, boat features are showcased with at-a-glance highlights, comprehensive listings and detailed photography.

The award-winning Build Your Sea Ray boat configurator has remained a prominent component of the site, along with enhanced video players, large-format photo galleries and embedded virtual tours. In addition, current owners and potential customers can now browse the brand-new Event Calendar to explore and locate boat shows, owner gatherings and Sea Ray events worldwide.

"Brunswick implemented the AEM platform as an enterprise solution and Sea Ray is Brunswick's first boat brand to launch on this platform," said Shelby Kirby, Sea Ray director of marketing. "Using the AEM content management system, we have been focused on redesigning our site for usability to make it more accessible for visitors, including both new customers and existing owners, so they can effortlessly find the information they're looking for and get back to enjoying time out on the water."

For more information about Sea Ray, and to view the complete line-up, visit SeaRay.com.

ABOUT SEA RAY

Headquartered in Knoxville, Tenn., Sea Ray is the world's leading creator of superior quality pleasure boats. For 60 years, Sea Ray has pushed the limits of performance and craftsmanship to elevate the boating experience. Each Sea Ray is designed to make every moment exceptional, supporting boaters' unique lifestyles with a customized balance ofunparalleled comfort and performance and world-class technology throughout. Learn more about the Sea Ray Experience at SeaRay.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, and Lankhorst Taselaar marine parts distribution; Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Crestliner, Cypress Cay, Harris, Heyday, 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 Brunswick.com.