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BRUNSWICK

Bayliner Expands its Award-Winning M Series Launching the All-New M19 at the Miami International Boat Show

KNOXVILLE, Tenn. – **February 15, 2023** – Building on its award-winning M Series, Bayliner unveiled the all-new M19 at the Miami International Boat Show. The M19 joins the M Series lineup of the M15 and M17 delivering the stability and versatility the series is known for with a focus on expanding boater participation through its intuitive design, ease of maintenance and inclusive price point.

With an overall length of 19 feet and starting at $30,995, the M19 is built on an improved M-hull foundation offering increased stability and automotive style handling for familiarity to appeal to the next generation of boaters. The M19 features an upgraded nine-person capacity and is watersports capable for a full day of adventure on the water.

From bow to stern, the M19 offers new enhancements, including:

- A lightweight design for easy storage, trailering and handling
- Adjustable aft lounger for anchored sun-soaking
- Bucket-style helm seat for maximum comfort
- Simple, intuitive controls and maximum built-in storage at the helm
- Nook-style cockpit and convertible portside seating
- Premium stitched upholstery and fixtures
- Molded-in storage, including roomy sub-floor ski locker
- Stainless-steel telescoping boarding ladder for easy swim access

Additionally, the M19 is powered by a standard 90HP Mercury Marine outboard engine offering award-winning performance and reliability and offers a 115HP as optional.

“The M Series represents a strategic focus for Bayliner, and the M19 is the next evolution of the lineup setting the stage for innovative design and consumer value in its category,” said Benoit Verley, President, Brunswick Venture Group. “We are thrilled to be expanding the series at the largest boat show on the U.S. circuit and introducing consumers to the Bayliner difference enabling confidence, comfort and fun at the helm.”

The M19 will be make its US debut at the Miami International Boat Show at exhibit # MB1744, and in support of the brand’s mission to connect with the next generation of diverse boaters, Bayliner is partnering with the Jetsetting Family to launch the M19 highlighting the intuitive, user-friendly features of the model. The Jetsetting Family will be on-site in Miami to share their experience with the M19, and you can view additional content across their social channels.

To learn more about the all-new Element M19, visit:
https://www.bayliner.com/us/en/boats/deck-boat/element-m19.html

About Bayliner:

Headquartered in Knoxville, Tenn., Bayliner is a recognized global leader in the fiberglass recreational boating industry. Through quality craftsmanship and a diverse product offering, Bayliner strives to make boating an accessible, affordable pastime for everyone worldwide. For more information, visit www.bayliner.com. Bayliner is a brand of Brunswick Corporation (NYSE: BC).

About Brunswick:

Brunswick Corporation (NYSE: BC) is the global leader in marine recreation, delivering innovation that transforms experiences on the water and beyond. Our unique, technology-driven solutions are informed and inspired by deep consumer insights and powered by our belief that "Next Never Rests™". Brunswick is dedicated to industry leadership, to being the best and most trusted partner to our many customers, and to building synergies and ecosystems that enable us to challenge convention and define the future. Brunswick is home to more than 60 industry-leading brands. In the category of Marine Propulsion, these brands include, Mercury Marine, Mercury Racing and MerCruiser. Brunswick's comprehensive collection of parts, accessories, distribution, and technology brands includes Mercury Parts & Accessories, Land 'N' Sea, Lowrance, Simrad, B&G, Mastervolt, RELiON, Attwood and Whale. Our boat brands are some of the best known in the world, including Boston Whaler, Lund, Sea Ray, Bayliner, Harris Pontoons, Princecraft and Quicksilver. Our service, digital and shared-access businesses include Freedom Boat Club, Boateka and a range of financing, insurance, and extended warranty businesses. While focused primarily on the marine industry, Brunswick also successfully leverages its portfolio of advanced technologies to deliver an exceptional suite of solutions in mobile and industrial applications. Headquartered in Mettawa, IL, Brunswick has more than 18,500 employees operating in 29 countries. In 2022, Brunswick was named by Forbes as a World's Best Employer and as one of America's Most Responsible Companies by Newsweek, both for the third consecutive year. For more information, visit www.Brunswick.com.