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BRUNSWICK

# Freedom Boat Club Continues European Expansion Announcing its Marseille, France Location



**MARSEILLE, France – March 28, 2023 –** Freedom Boat Club, the world's largest boat club operator, today announced its newest Club in Marseille providing direct access to more than 35 miles of coastline, and home to the world's top-ranked beaches, islands and diving locations. With an established presence in the region since 2019 this announcement marks Freedom's fourth franchise location in France and its 37th international location outside of North America.

"Marseille is the second largest city in France and is known for its pristine waterways, which presents an excellent opportunity for Freedom to cultivate a passionate community of boaters in one of the world's top boating destinations," said Arturo Gutierrez, General Manager, Freedom Boat Club EMEA. "This expansion also represents continued efforts to grow our European footprint and provide more boating destinations for all Freedom members."

Located at Vieux-Port, the new Club will be led by franchise owner and operator Clément Coffin, who has spent his career in the commercial business before joining the marine

industry in 2021 as a sailboat dealer, as well as owning and operating a motorboat rental business. The new location is planned to open in early Summer 2023 to kickoff France's boating season.

"I've been fortunate to experience the joys of boating throughout my life, and in 2021 I made a life change to spend my time doing what I am most passionate about – being on the water, said Clément Coffin, Owner and General Manager, Freedom Boat Club of Marseille. "When the opportunity presented itself to lead Freedom's new franchise in Marseille, I immediately knew this was an excellent opportunity to introduce more families to the joys of boating. Through Freedom's best-in-class boat share model, I look forward to welcoming many new families on the water this season and sharing my passion for boating."

Membership sales are currently underway and new members can learn more by visiting freedomboatclub.fr.

**About Freedom Boat Club**

Freedom Boat Club, a division of Brunswick Corporation (NYSE: BC) and headquartered in Venice, FL., is the world's oldest and largest boat club with more than 380 locations in 34 states, Canada, and Europe. More information about Freedom Boat Club and membership opportunities can be found at freedomboatclub.fr. and franchise opportunities at FreedomBoatClubFranchise.com.

**About Brunswick Corporation**

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 brunswick.com.