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Marine Industry Leaders Receive U.S. Coast Guard's Highest Civilian Honor for Lifesaving Contributions to Recreational Boating Safety

Brunswick's David Marlow and retired Mercury Marine engineer Peter Chisholm recognized with the Distinguished Public Service Award for advancing recreational boating safety and helping achieve historically low boating fatality rates nationwide.

KNOXVILLE, Tenn. (September 25, 2026) – Brunswick's Senior Director of Product Integrity, David Marlow, and retired Mercury Marine engineer Peter Chisholm have received the United States Coast Guard Distinguished Public Service Award, the Coast Guard's highest civilian honor, for their leadership and longstanding contributions to recreational boating safety. The award was presented during the National Association of State Boating Law Administrators (NASBLA) Annual Conference in Knoxville, Tennessee, by Jeff Ludwig, Recreational Boating Product Assurance Branch Chief, and Captain Daniel Cost, Director of Inspections and Compliance

The Distinguished Public Service Award is presented on behalf of the Commandant of the United States Coast Guard to individuals whose service has significantly advanced Coast

Guard missions and goals. The award recognizes decades of leadership, collaboration, and innovation that have materially improved safety for recreational boaters across the United States.

According to the official Coast Guard citation, Marlow was recognized for outstanding contributions to the National Boating Safety Advisory Committee (NBSAC), including service as a four-year Chairman, five-year Subcommittee Chairman, and 18-year appointed member. Throughout his tenure, he helped coordinate industry and government stakeholders in support of Coast Guard boating safety initiatives that contributed to a reduction in annual boating fatalities of more than 25 percent.

The Coast Guard cited numerous accomplishments achieved during Marlow's service, including efforts to improve life jacket wear rates, promote voluntary compliance with safety standards exceeding regulatory requirements, strengthen cooperation among the nation's recreational boat manufacturers, advance engine cut-off switch legislation aimed at preventing propeller strike injuries and fatalities, develop safer alternatives to traditional distress flares, and establish a comprehensive Strategic Plan for the National Recreational Boating Safety Program.

The citation notes that these collective efforts helped achieve the lowest annual number of recreational boating fatalities in the more than fifty-year history of the National Recreational Boating Safety Program. The Coast Guard further recognized Marlow's legacy of "brilliant leadership, cooperation, and accomplishment" in advancing boating safety nationwide.

"David Marlow has demonstrated an extraordinary commitment to the safety of America's boating public throughout his career," said Jeff Ludwig, Recreational Boating Product Assurance Branch Chief. "His ability to unite regulators, manufacturers, standards organizations, and safety advocates around common goals has resulted in measurable safety improvements that continue to benefit recreational boaters across the country."

As Brunswick's Senior Director of Product Integrity, Marlow has played a leading role in advancing product safety, regulatory compliance, and industry standards throughout the recreational marine industry. His work has helped strengthen partnerships between manufacturers, standards organizations, state boating law administrators, and federal agencies to improve safety outcomes for boaters nationwide.

"I am deeply honored to receive this recognition from the United States Coast Guard," said Marlow. "This award reflects the dedication and commitment of countless individuals across the Coast Guard, the recreational marine industry, state boating law administrators, standards organizations, and boating safety advocates who have worked together to make boating safer for everyone. It has been a privilege to serve alongside so many talented professionals committed to saving lives on our waterways."

Marlow also recognized the contributions of fellow recipient Peter Chisholm, a retired Mercury Marine engineer whose decades-long career was marked by significant contributions to recreational boating safety and marine engineering.

"It is especially meaningful to share this honor with Pete," said Marlow. "His technical expertise, dedication to safety, and commitment to advancing the marine industry have made a lasting impact on recreational boating and on the many professionals who have had

the opportunity to work with him."

The presentation of the Distinguished Public Service Award highlights the enduring partnership between the United States Coast Guard and the recreational marine industry in advancing boating safety through innovation, education, standards development, and collaboration. It also reinforces Brunswick's longstanding commitment to product integrity, consumer safety, and responsible industry leadership.