



DISCOVER BOATING CAMPAIGN AIMS TO IMPROVE EXPERIENCE FOR BOATERS
First-Ever Industry-Wide Campaign Benefits Boaters of All Skill Levels

CHICAGO (2008) — Discover Boating, the first-ever industry-wide integrated marketing campaign from the recreational boating industry, seeks to improve the boating experience and quality of life for boaters and prospective boaters through a variety of programs and initiatives, including:

- **DiscoverBoating.com:** The campaign's online home is a comprehensive resource for getting started in boating. From selecting the type of boat that's right for you to information on how to finance your purchase, the site takes a step-by-step approach to help visitors become boat owners. And, once you're ready to set sail (or, if you're already an experienced captain), DiscoverBoating.com has information on favorite destinations, marinas and boat ramps, maintenance tips and more. An interactive "Boating Guy" can even answer your questions online.
- **Dealer Certification:** The Marine Industry Certification Program is designed to highlight dealerships that have made a commitment to quality products and services. When looking to buy a boat, prospective boaters can shop with confidence from a certified dealer who has been trained to provide customers with an optimal shopping experience. Dealership certification uses a stringent, yet achievable set of criteria to raise the bar on interactions between dealers and customers. The training program focuses on improving operations, facilities, sales and service operations, customer satisfaction and employee training.
- **Product Certification:** The National Marine Manufacturers Association (NMMA) Certification program is designed to help boat manufacturers exceed federal boat safety and construction standards. For the customer, it means purchasing a boat that's safer for you and your passengers. Certified boat models undergo rigorous third-party inspection to ensure all applicable standards are met and exceeded.
- **Boat Shows:** There are hundreds of boat and sport shows around the country each year. These shows are a great place for prospective and current boaters to view, board and buy everything needed for on-the-water adventures. A complete boat show calendar is available at DiscoverBoating.com.
- **Water Access:** The marine industry is active in upholding and promoting access to waterways to ensure boaters have ample opportunities to enjoy boating. The campaign's Water Access Counsel works full time to influence local decision making to preserve and grow boating access and improve the policy, permitting and regulatory environment.

About Discover Boating

Discover Boating is a national awareness campaign developed by the recreational boating industry and managed by the National Marine Manufacturers Association (NMMA.) Discover Boating programs focus on improving the boating experience and building interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle, while helping potential boaters experience why life is better with a boat. Each year approximately 59 million adults in the U.S. enjoy boating. To find out more, visit www.DiscoverBoating.com.

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