



## Pursuit Boat's Dealers Awarded for Customer Satisfaction by NMMA

**Fort Pierce, Florida, June 8, 2017** – Pursuit Boats is proud to announce that 19 of their dealers are recipients of the first ever Marine Industry Customer Satisfaction Index Award for excellence in customer satisfaction.

The National Marine Manufacturers Association (NMMA) recently announced the expansion of the Marine Industry Customer Satisfaction (CSI) program to recognize marine dealers that excel in customer satisfaction. This new award category will recognize marine dealerships who rate 90 percent or above in overall customer satisfaction in the sales and service category.

Dealers are recognized based on either individual brands they carry, or on an aggregate score of all brands they carry who are measured in the current CSI program.



### Pursuit Brand Winners:

All Seasons Marine Works  
Atlantic Marine  
Bluewater Yacht Sales  
Bosun's Marine  
C-Jam Yacht Sales  
Caribee Boat Sales & Marina  
Coastal Carolina Yacht Sales  
Grande Yachts International  
Ocean Blue Yacht Sales  
Quality Boats  
South Shore Marine Services  
Striper Marina  
Strong's Marine  
Walker Marine Group  
Yarmouth Boat Yard  
Yamaha Marine Center of Jacksonville

### Aggregate Winners:

Crate's Lake Country Boats  
Nunmaker Yachts  
Walstrom Marine



“We consider our dealers to not only be our partners, but members of our extended Pursuit family. It is a great achievement to have so many of them recognized for excellent customer service,” Mark Taiclet, Director of Sales. “We strive to build and deliver the perfect boat for each of our customers. This award demonstrates that our commitment is further realized by our dealers.”

The Marine Industry Customer Satisfaction Awards are presented to members who are rated highest in overall satisfaction. These ratings are based on all data collected from customer surveys and is used to help improve the quality of products, develop support programs, track trends, and monitor and advance customer satisfaction efforts. AVALA Marketing Group provides independent collection, tabulation, and reporting of the customer satisfaction data on behalf of the Marine Industry CSI Program and recreational boating industry.

Nine of the dealers on this list have earned Flagship Dealer status with Pursuit Boats. Pursuit Flagship Dealers are graded in key areas including CSI, continuing education, market share and business systems and processes within their assigned territories.

All of Pursuit’s Top 10 Dealers have been awarded the Customer Satisfaction Index Award for excellence in customer satisfaction, reinforcing the commitment to providing positive customer experiences.

Pursuit Boats was recently awarded the Marine Industry Customer Satisfaction Index Award for excellence in customer satisfaction for manufacturers, a recognition they have achieved 15 years in a row.

*Pursuit Boats are manufactured in Fort Pierce, Florida in lengths of 23 to 40 feet. They come in Center Console, Dual Console, Offshore, Sport and Sport Coupe configurations. For more information, please visit [pursuitboats.com](http://pursuitboats.com). S2 Yachts also manufactures Tiara Yachts, headquartered in Holland, Michigan, producing inboard powered luxury yachts in the 31 to 53 foot class. Tiara’s lines include the Tiara Series, Flybridge, Convertible, Coupe and Q models. Tiara and Pursuit are subsidiaries of S2 Yachts, Inc., one of the oldest privately held boat manufacturers in the United States.*