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## Fort Fremont Marine Presented Mercury Marine Service Award

Mercury Marine has presented Fort Fremont Marine of Fremont, WI its prestigious Service Customer Satisfaction Index (CSI) Award for 2008.

Mercury Marine's Service CSI Program measures the satisfaction of consumers after having service work performed on their Mercury outboard or MerCruiser products. Fort Fremont Marine won the Service CSI Award for its ongoing commitment to providing exemplary customer service based on the responses of customers who had warranty work performed at the dealership during the past year. A total of 73 dealers qualified for the Service CSI Award for 2008.

The CSI score for each dealer is kept and monitored by Mercury Marine. After warranty work has been completed, Mercury sends out a Service CSI survey to the consumer, asking him or her to rate the service received. To be eligible for the Service CSI Award, a dealer must maintain a rolling 12-month score of 90 or better out of a possible score of 100 in three areas of the Service CSI survey. These questions ask consumers to rate their overall service satisfaction with the dealer, rate their satisfaction with the Service Advisor at the dealership, and also indicate if they would re-visit the dealer in the future.

Tracking Service CSI scores allows Mercury to evaluate the effectiveness of its individual dealers and of its own policies and training programs. Dealerships that score high in Mercury's Service CSI surveys are recognized through the awards program.

Mercury Marine is the world's leading manufacturer of recreational marine propulsion engines. A \$2.3 billion division of Brunswick Corporation (NYSE: BC), Mercury and its 6,200 employees worldwide provide engines, boats, services and parts for recreational, commercial and government marine applications. Mercury's industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Mercury and Teignbridge propellers; MotoTron electronic controls; Mercury inflatable boats; Mercury SmartCraft electronics; and Mercury and Quicksilver parts and oils. In 2008, Mercury Marine's OptiMax engine was ranked "Highest in Customer Satisfaction with Two-Stroke Outboard Engines" by J.D. Power and Associates for the third consecutive year. More information is available at [mercurymarine.com](http://mercurymarine.com).