



Marine Five Star Dealer Certification Program Update





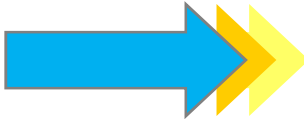
Why Certification? – Translation

- *Make More Money!*
- *Sell More Product - Sales Volume!*
- *Customer Brand Loyalty*

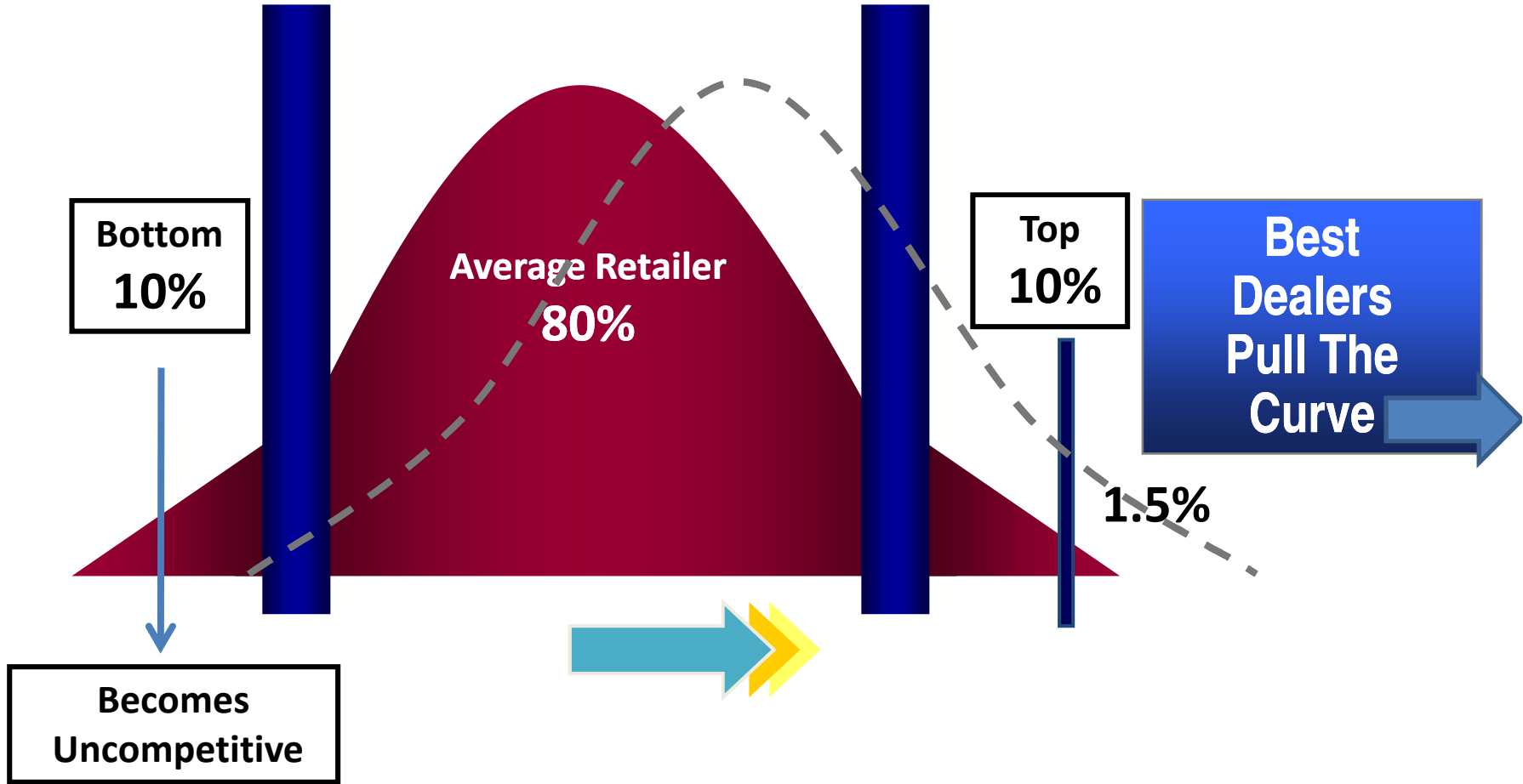




Certification Goal: Speed The Evolution Of Dealerships



PROGRAM GOAL: Move the Curve





Recent Certified Dealer Feedback

- *“I will always be getting re-certified. I see each year how these process get further and further imbedded in my dealership. This is helping me get things done that I need to get done”.*
- *“I am a very good dealer. I can tell you that it took years and a lot of effort to build my business to this level. I can also tell you that maintaining this level is a lot harder than achieving it originally. I need the dealer certification processes and discipline every year to keep our high level of performance going”.*



Recent Certified Dealer Feedback

- *“Certification provides the introspection I need to inspect ourselves. It forces us to be better instead of lazier or not really looking at these areas. It also allows us to present ourselves well to our customers, and have them recognize in us the excellence that the program provides.”*
- *“I want to know where I can get better. Also, I find that I need to do better with the processes that are required, and that there is ongoing room for improvement in every area. Also, our employees want to tell the customers about it. We won’t fall out of certification.*

Summer/Fall 2010

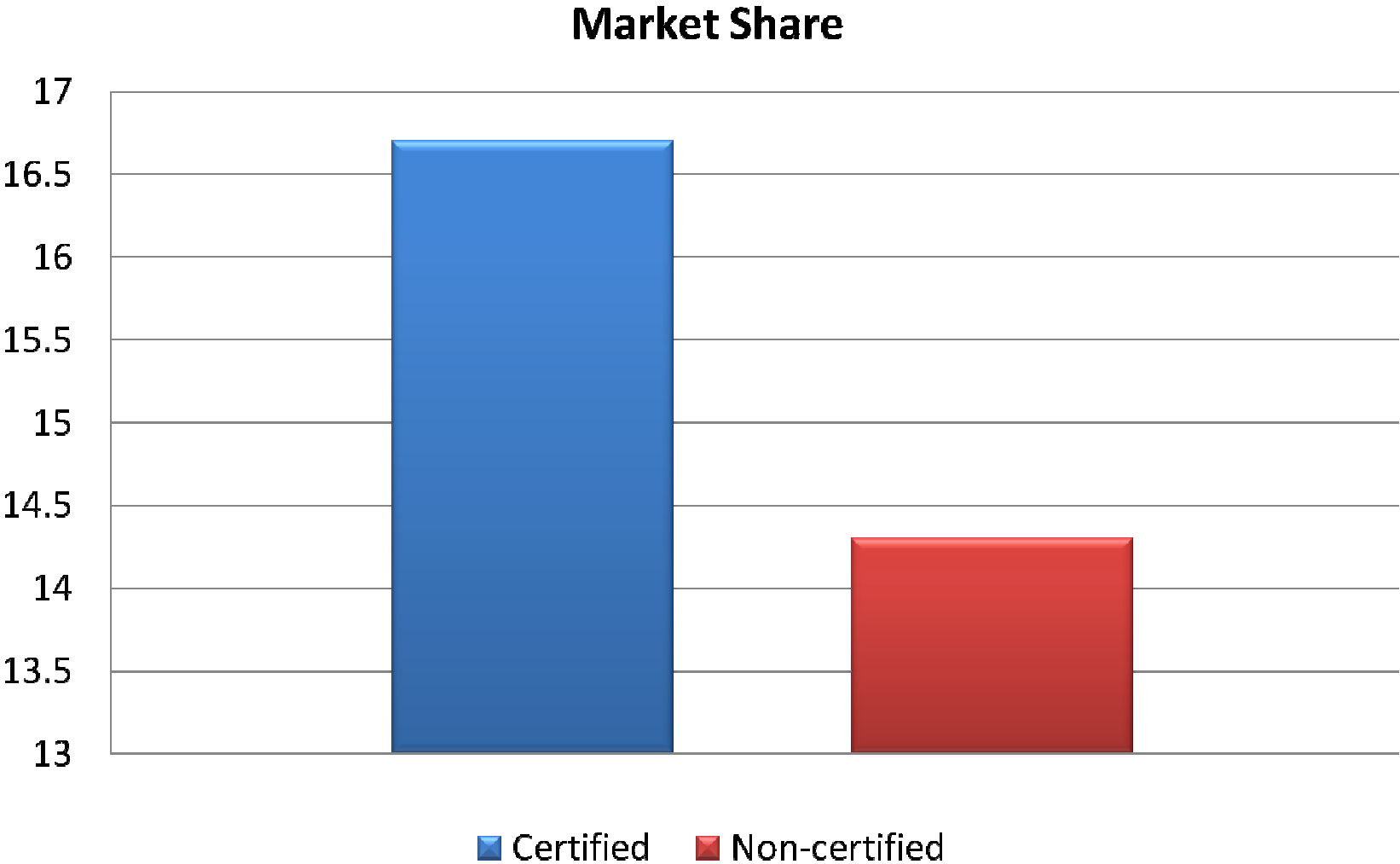


Dealership Certification

A History of Proven Results for Marine Dealerships

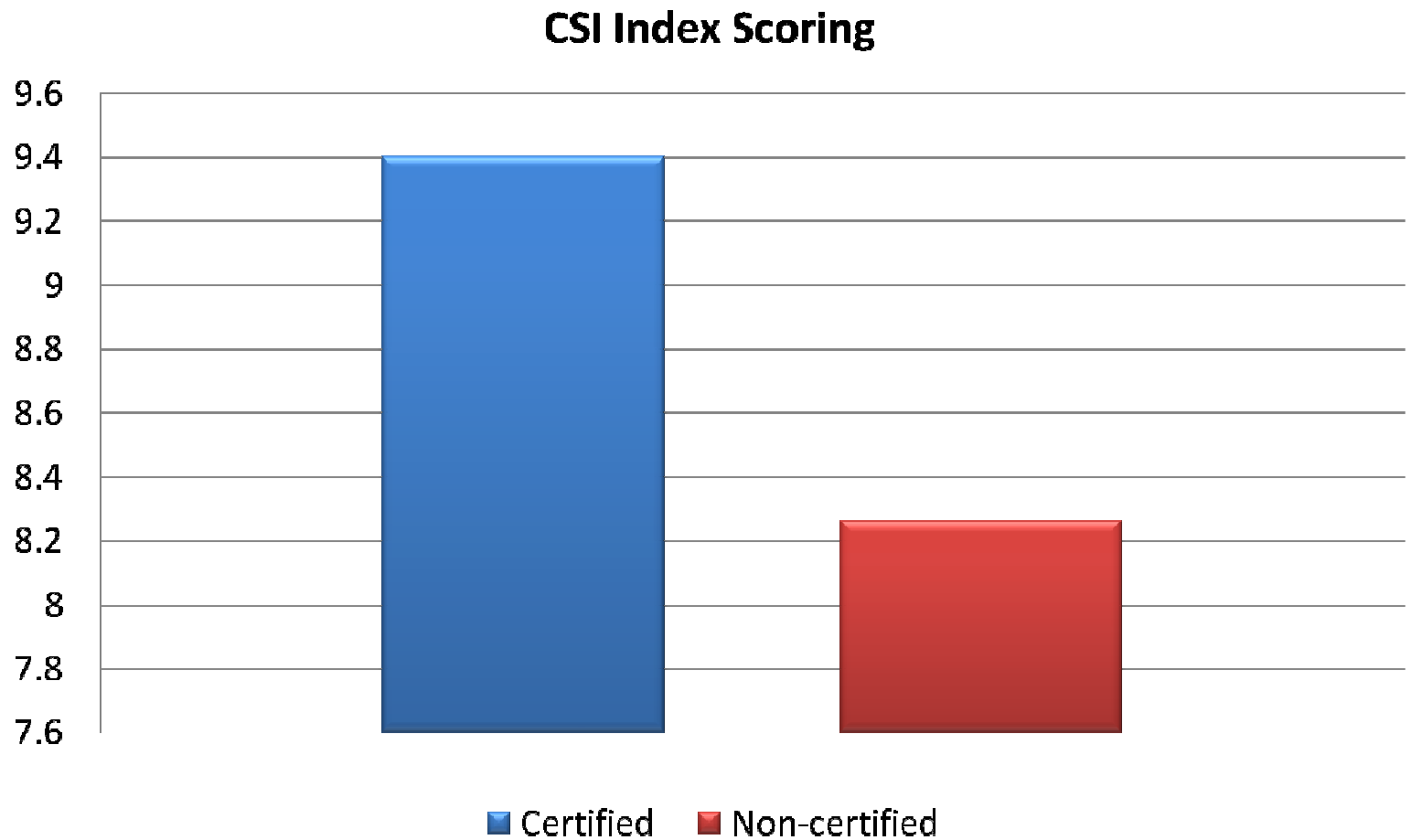


A Marine Group Dealer Results Certified vs Non-Certified



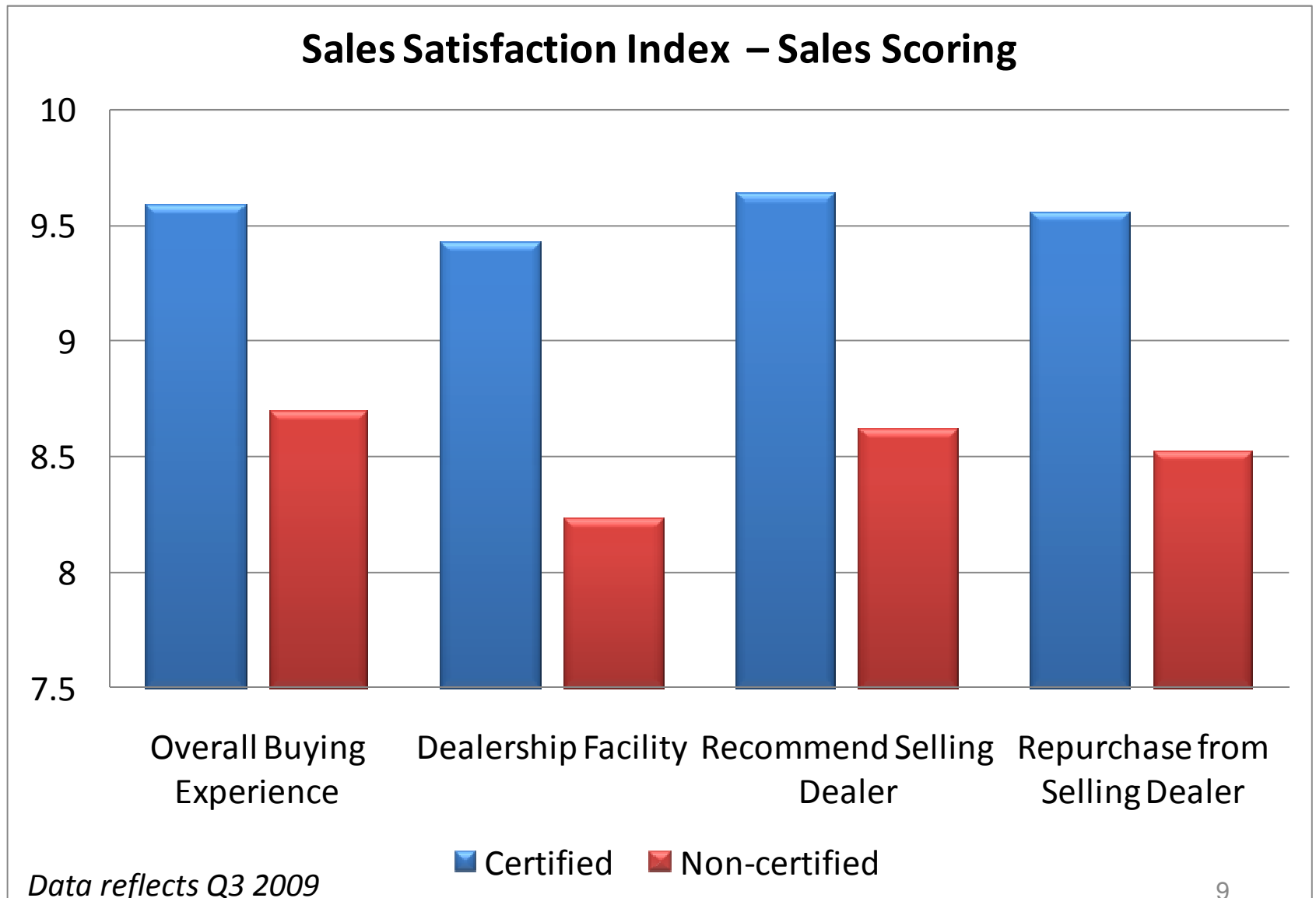
Data reflects Q3 2009

A Marine Group Dealer Results Certified vs Non-Certified

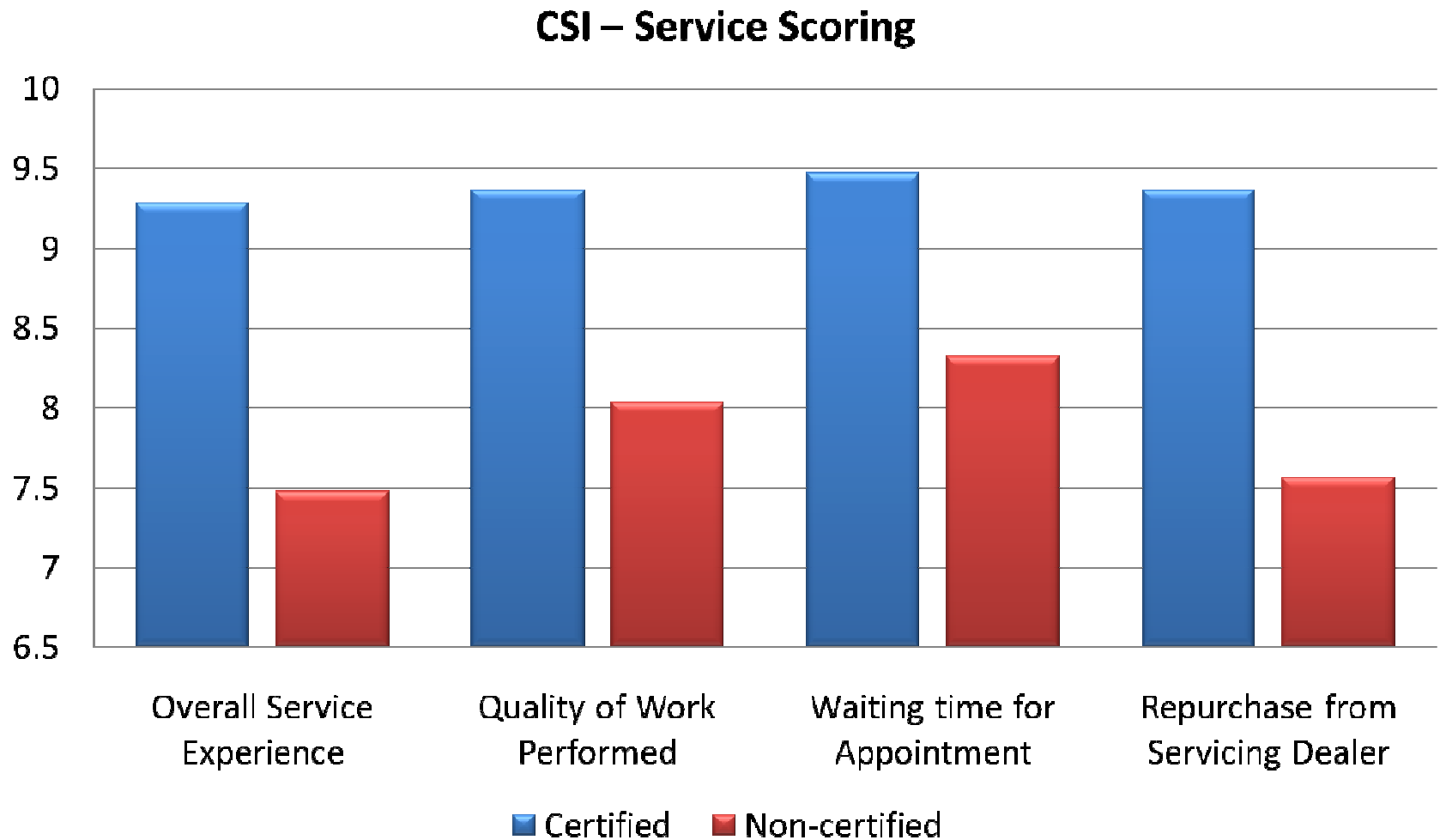


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A Marine Group Dealer Results Certified vs Non-Certified

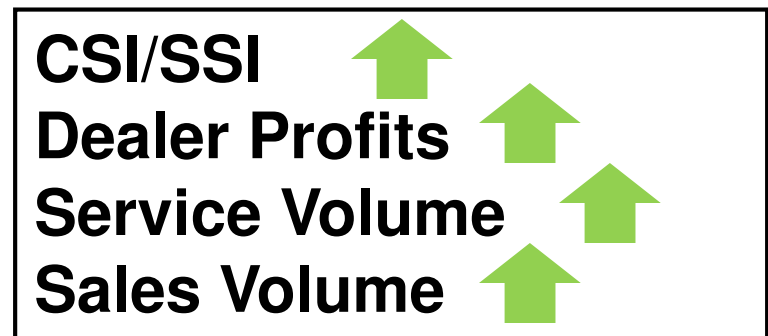
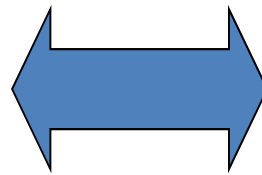


A Marine Group Dealer Results Certified vs Non-Certified



Data reflects Q3 2009

Outcome - Using New Certification to Impact Dealer Results



- Making it work
- Moving the Scores
- Managing the Driver
- Driving Profits and Growth





Employee Satisfaction Survey Annual Results

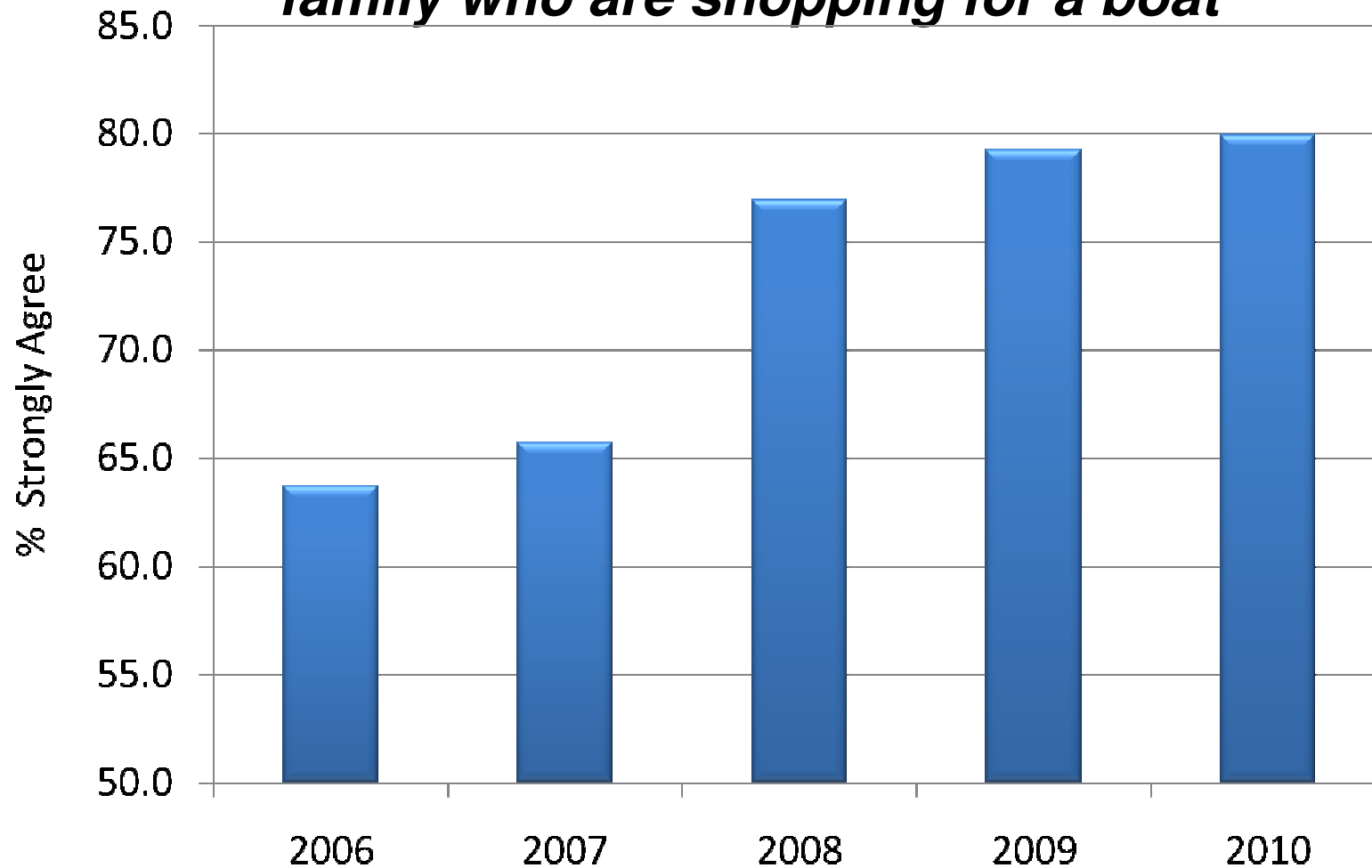


**Employee Satisfaction Clearly
Improves With Certified Dealers**



Certified Dealer-Employee Satisfaction Results

“I would recommend our dealership to friends and family who are shopping for a boat”

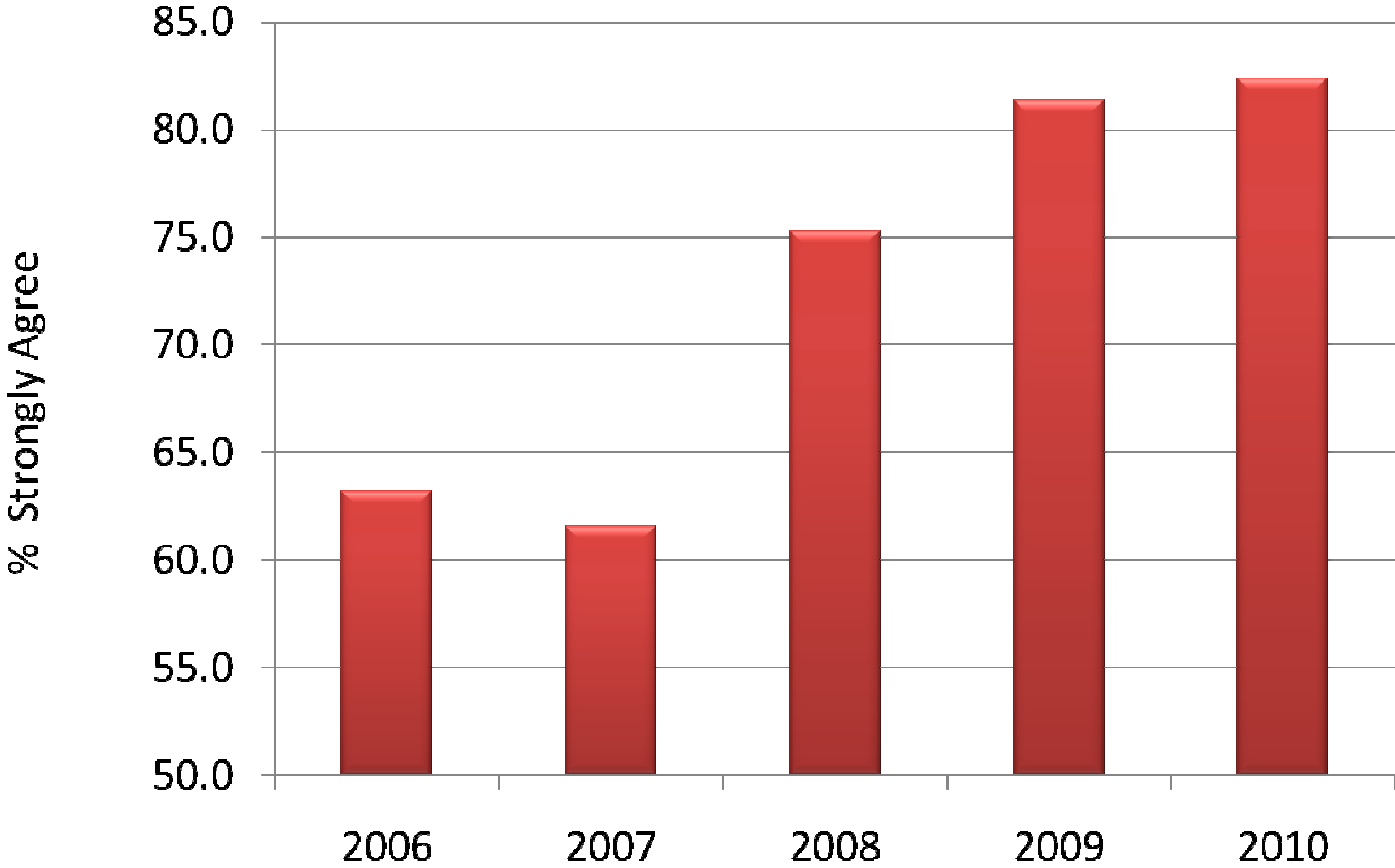


Based upon core sample of Certified Marine Dealers

Certified Dealer-Employee Satisfaction Results



“I would recommend our dealership to friends an family who need to service their boat”

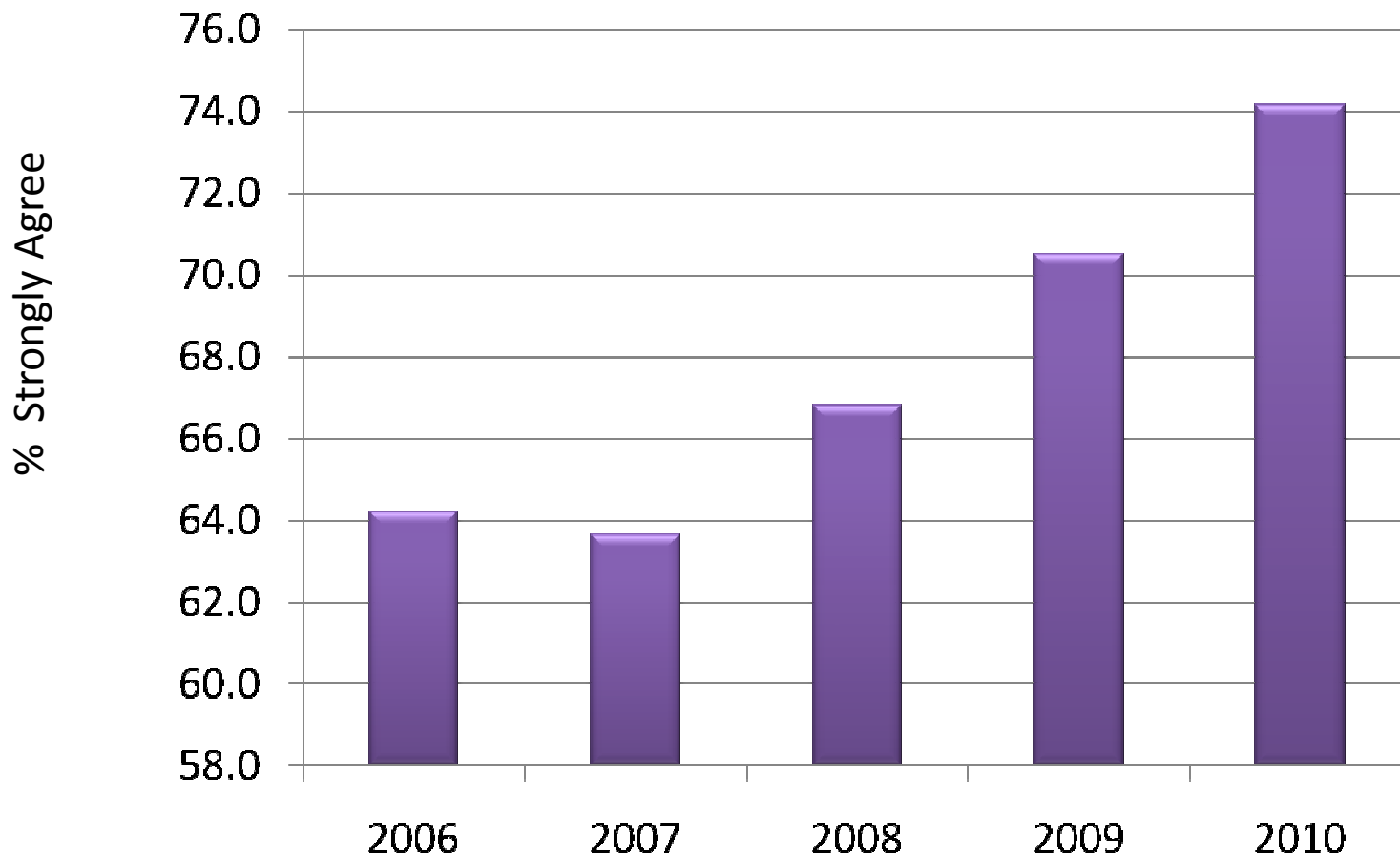


Based upon core sample of Certified Marine Dealers

Certified Dealer-Employee Satisfaction Results



“Overall, how do you agree/disagree that this dealership is your employer of choice - the one company that you most prefer to work for?”



Based upon core sample of Certified Marine Dealers



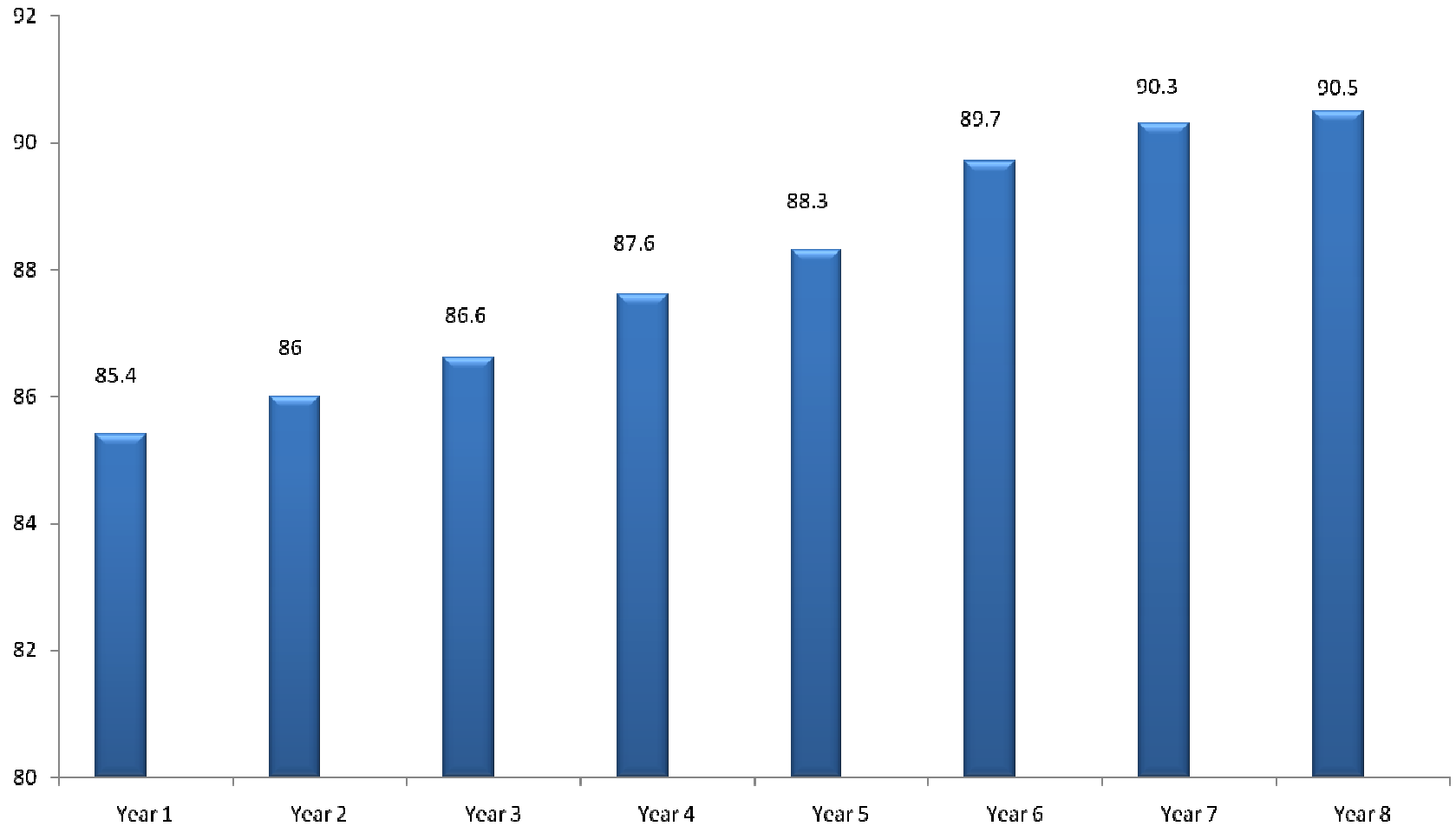
Other Industry Dealer Certification Annual Results



**Dealer Certification Drives
Continuous Improvement**

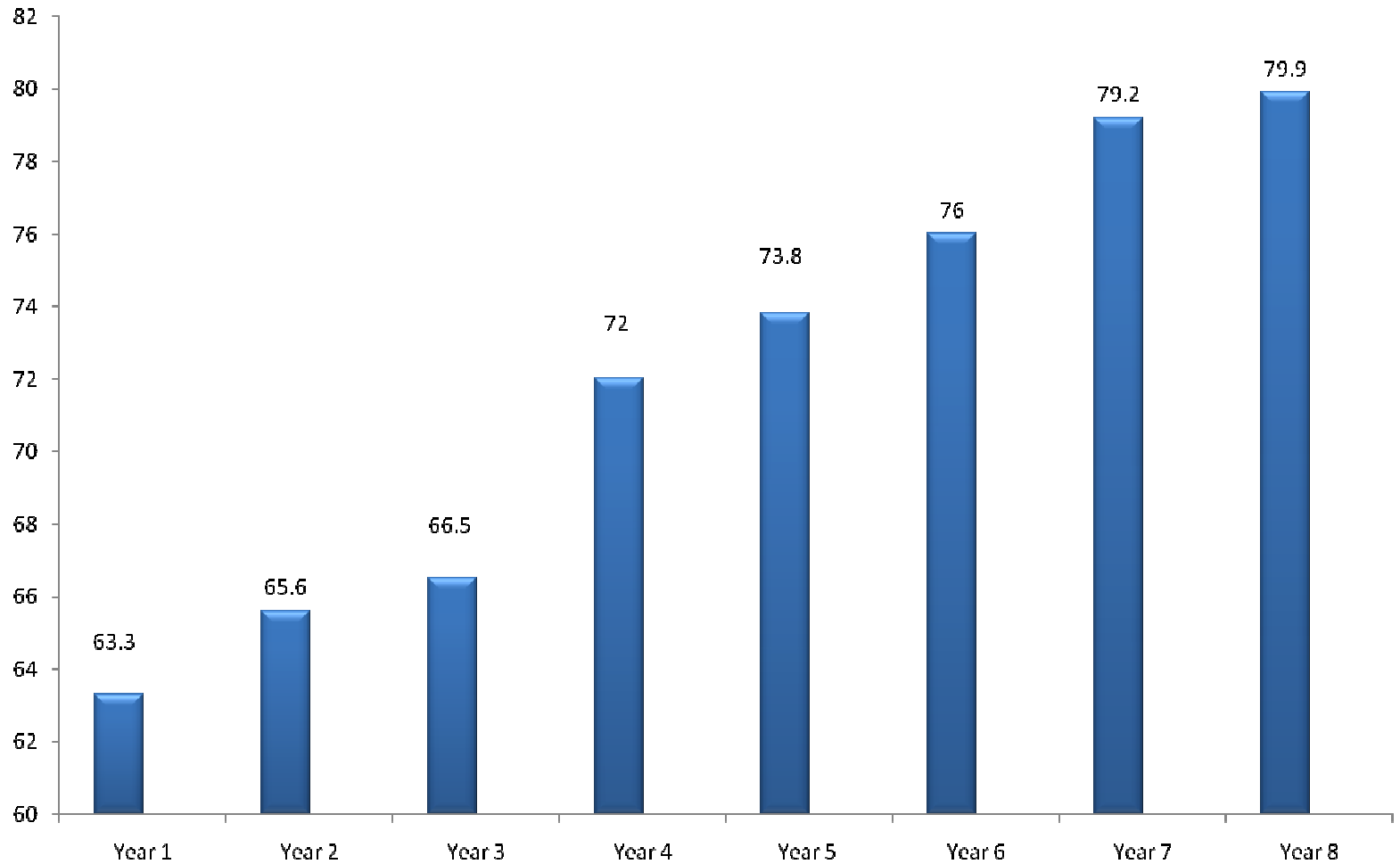
“Customer Satisfaction Index” Score Improvement History

Certified Dealership Results – Other Industry



“Fixed First Visit” Score Improvement History

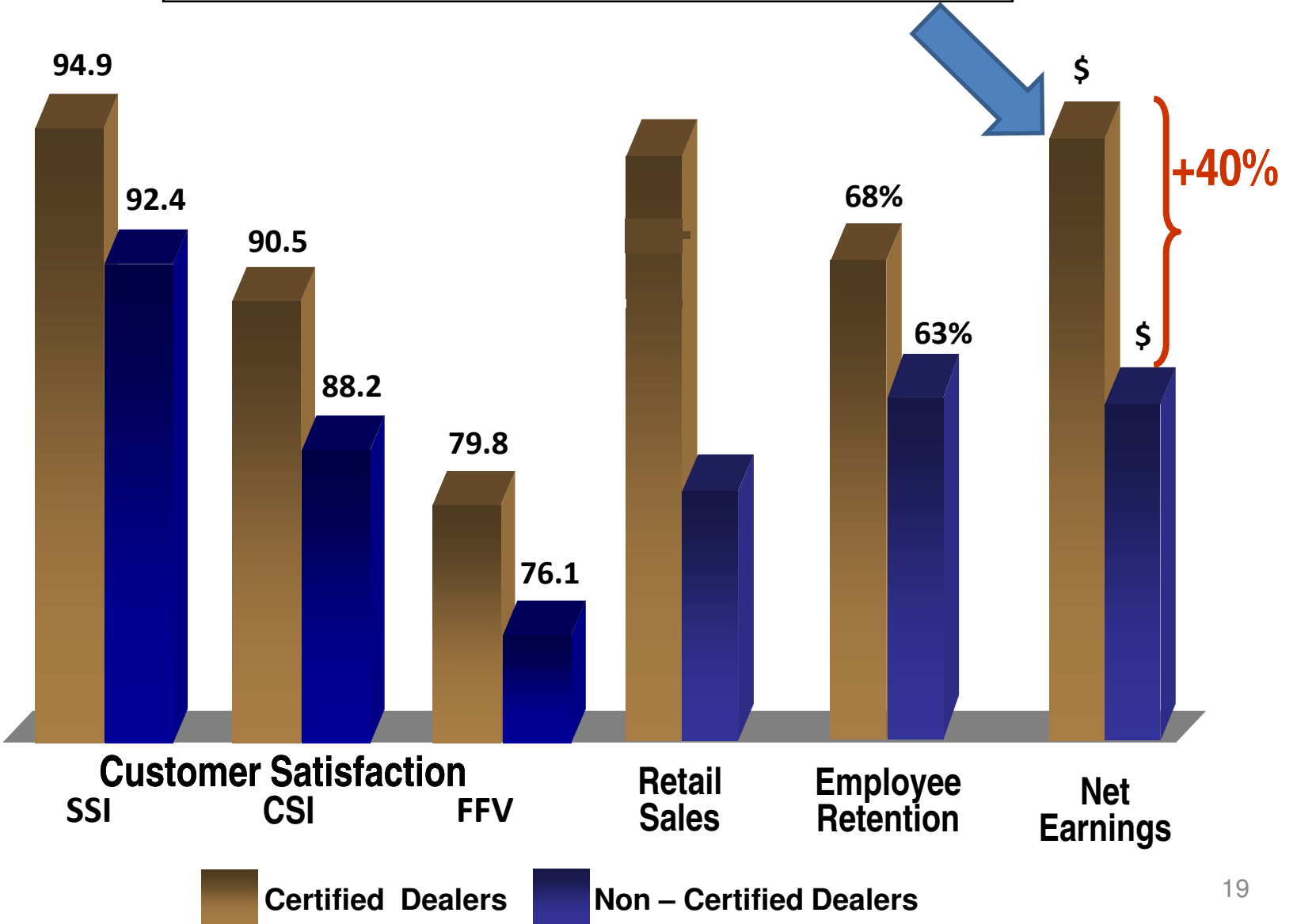
Certified Dealership Results – Other Industry



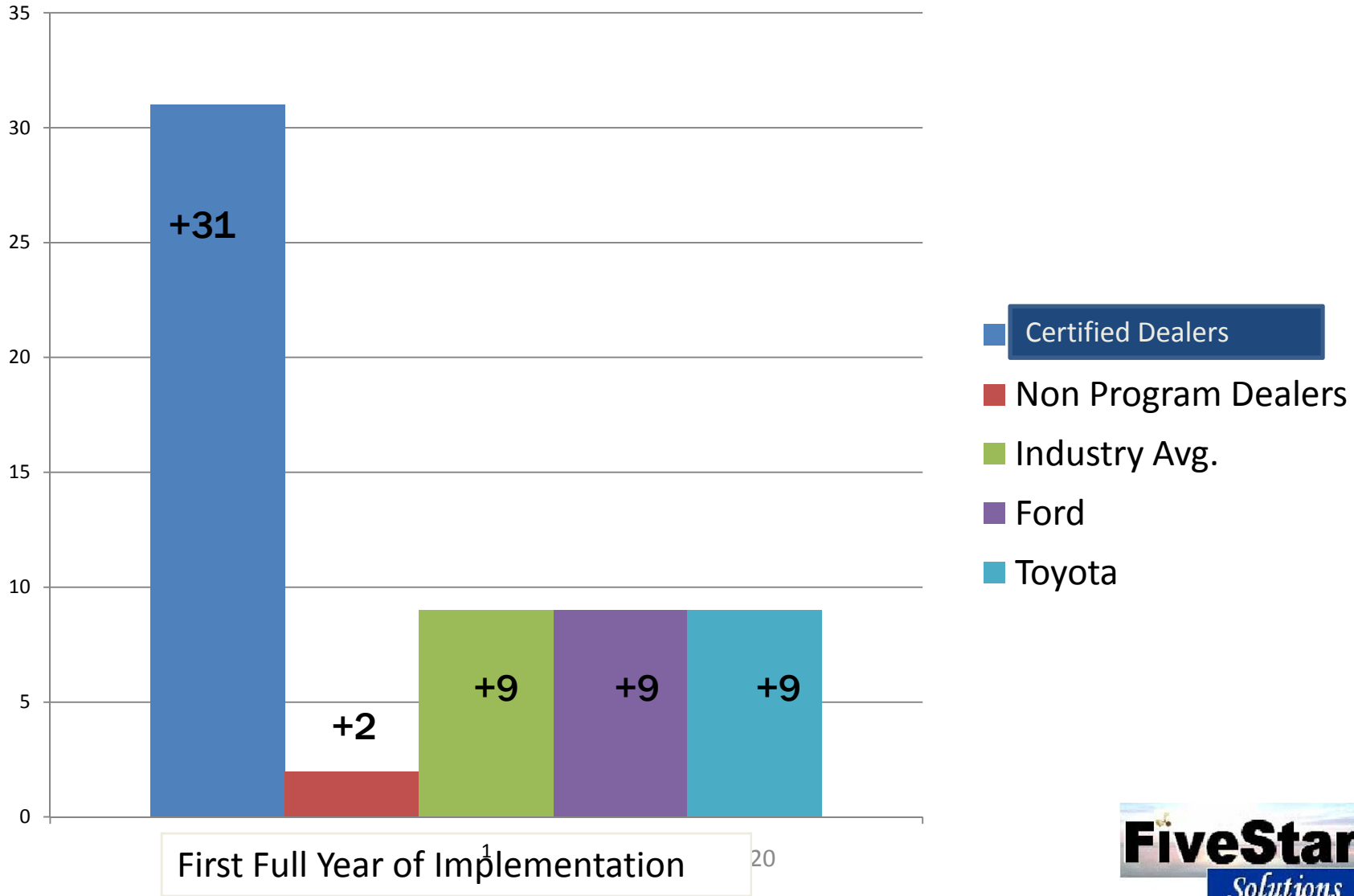
Adopting “Dealer Certification” A Performance Snapshot



Certified Dealership Results – Other Industry



JD Power CSI Annual Score Improvement Results Certified Dealers vs Non Certified 'Certification Impact'





Marine Industry Dealer Certification Research and Dealer Results

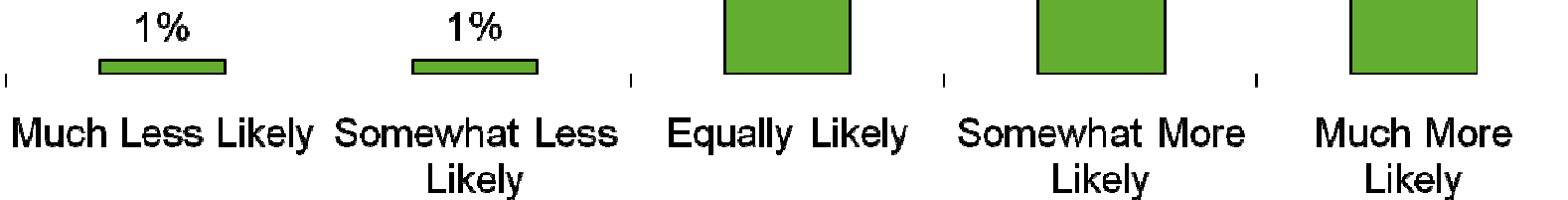


**Dealer Certification Attracts Consumers
and Delivers Continuous Improvement**

Boating Consumer Impact



How Likely Are You to Purchase a Boat from the Certified Dealership vs. the Non Certified Dealership?





Most Appealing Perceived Benefit of Certified Dealerships

No matter what type or brand of boat you are interested in, every customer will be treated with the utmost care and concern

Certified Marine Dealerships, on average, provide a measurably higher level of customer satisfaction

Certified Marine Dealerships are equipped to meet customers' primary service needs and arrange for remote service if necessary

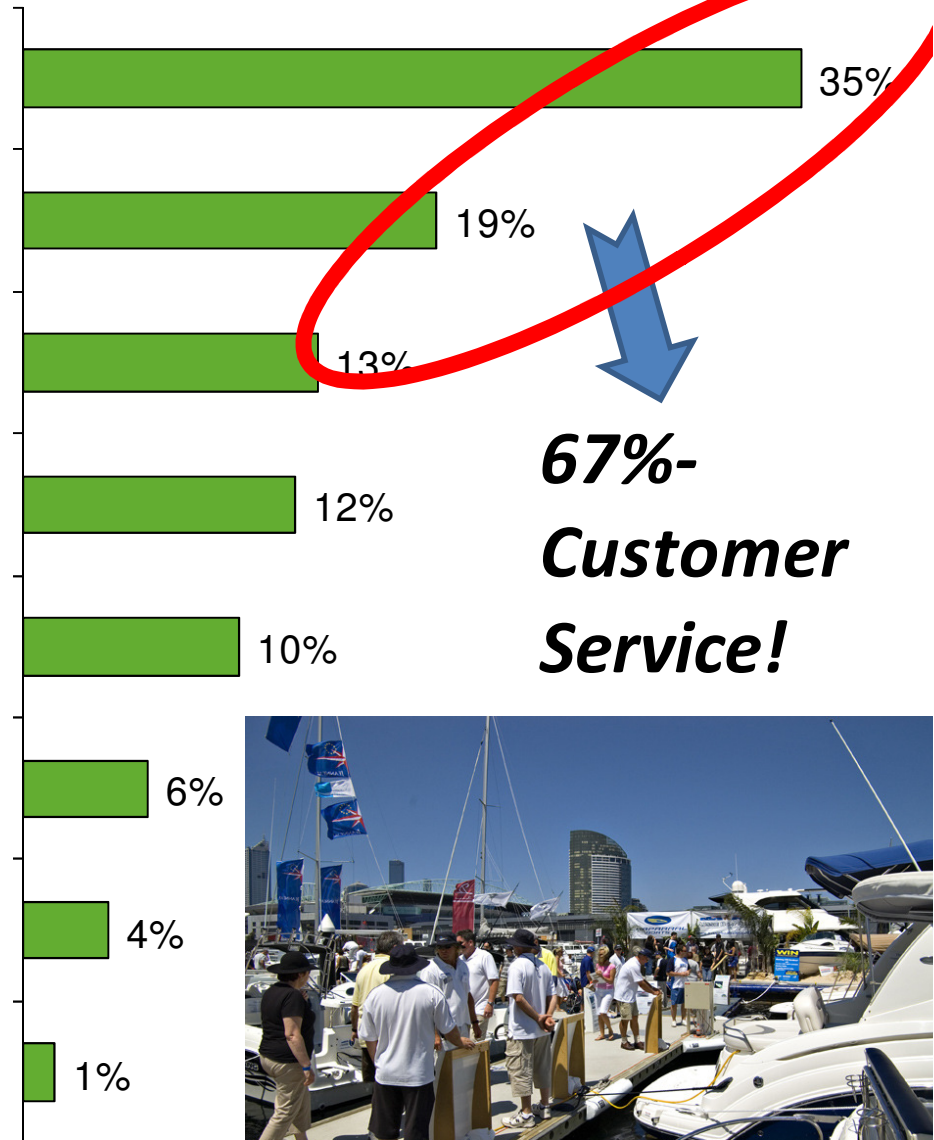
100% Follow-up post purchase and beyond

Certified Marine Dealerships are committed to helping customers find the right boat to fit their needs

Annual certification review to ensure dealership meets all requirements

Marine Industry Consumer Bill of Rights will be posted and adhered to

Pleasant, organized environment with clearly marked signs and easily identifiable employees



**67%-
Customer
Service!**

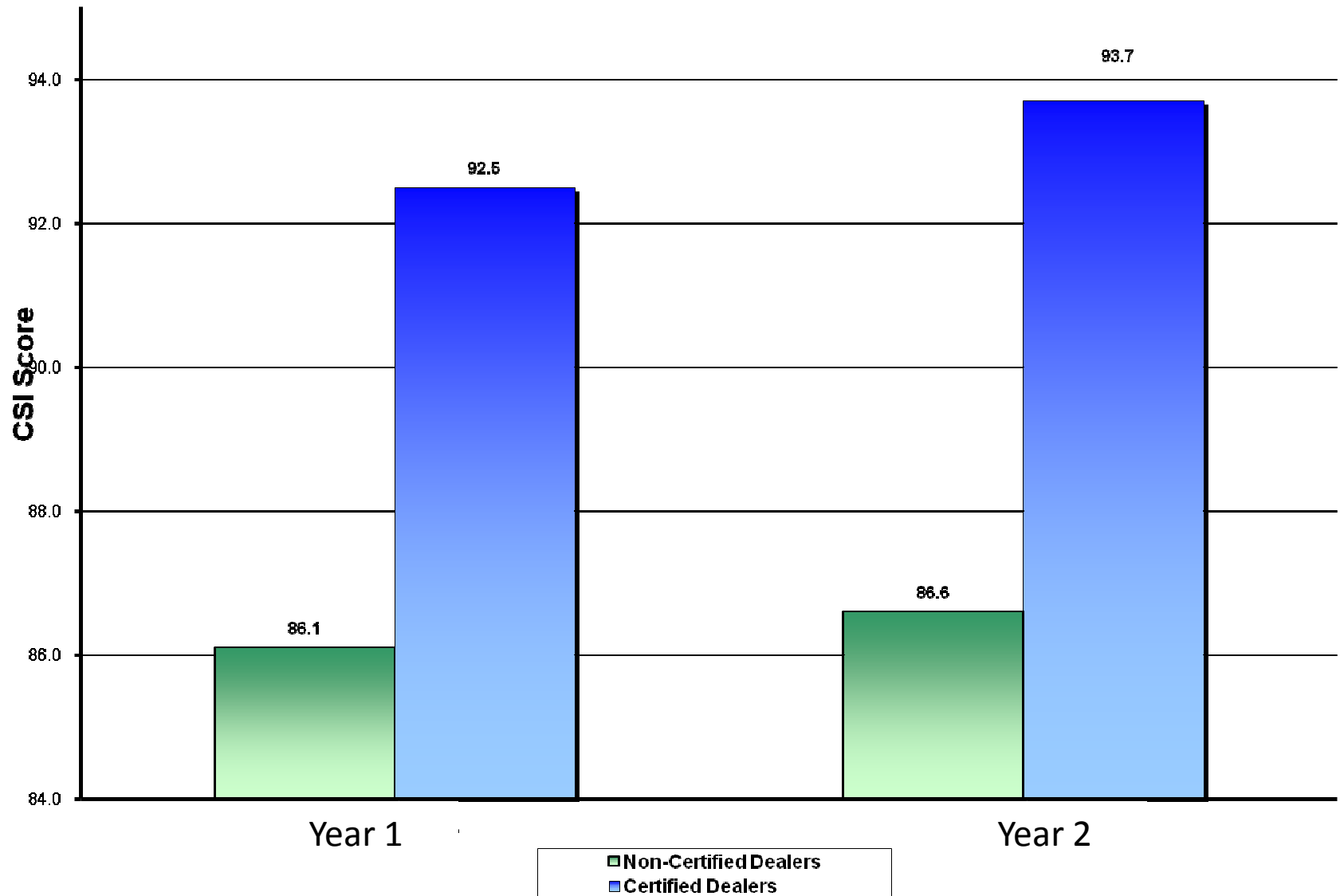




MARINE INDUSTRY CERTIFIED DEALERHIPS

CSI Scores - Initial Survey

Overall Satisfaction with Dealer

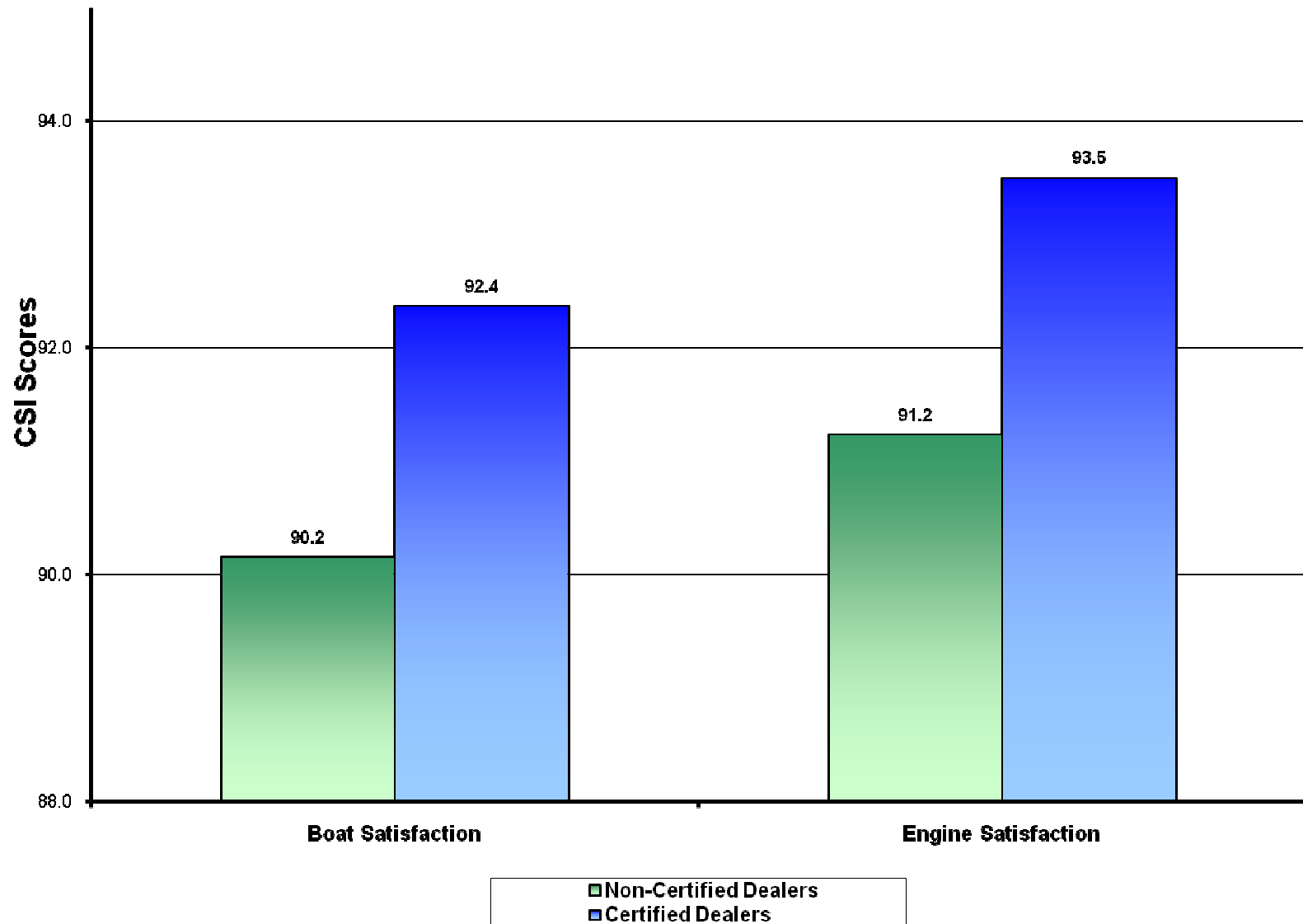




MARINE INDUSTRY CERTIFIED DEALERHIPS

CSI Scores - Initial Survey

Overall Satisfaction with Boat & Engine



2010 US Boating Industry Marketing Communications Study ©



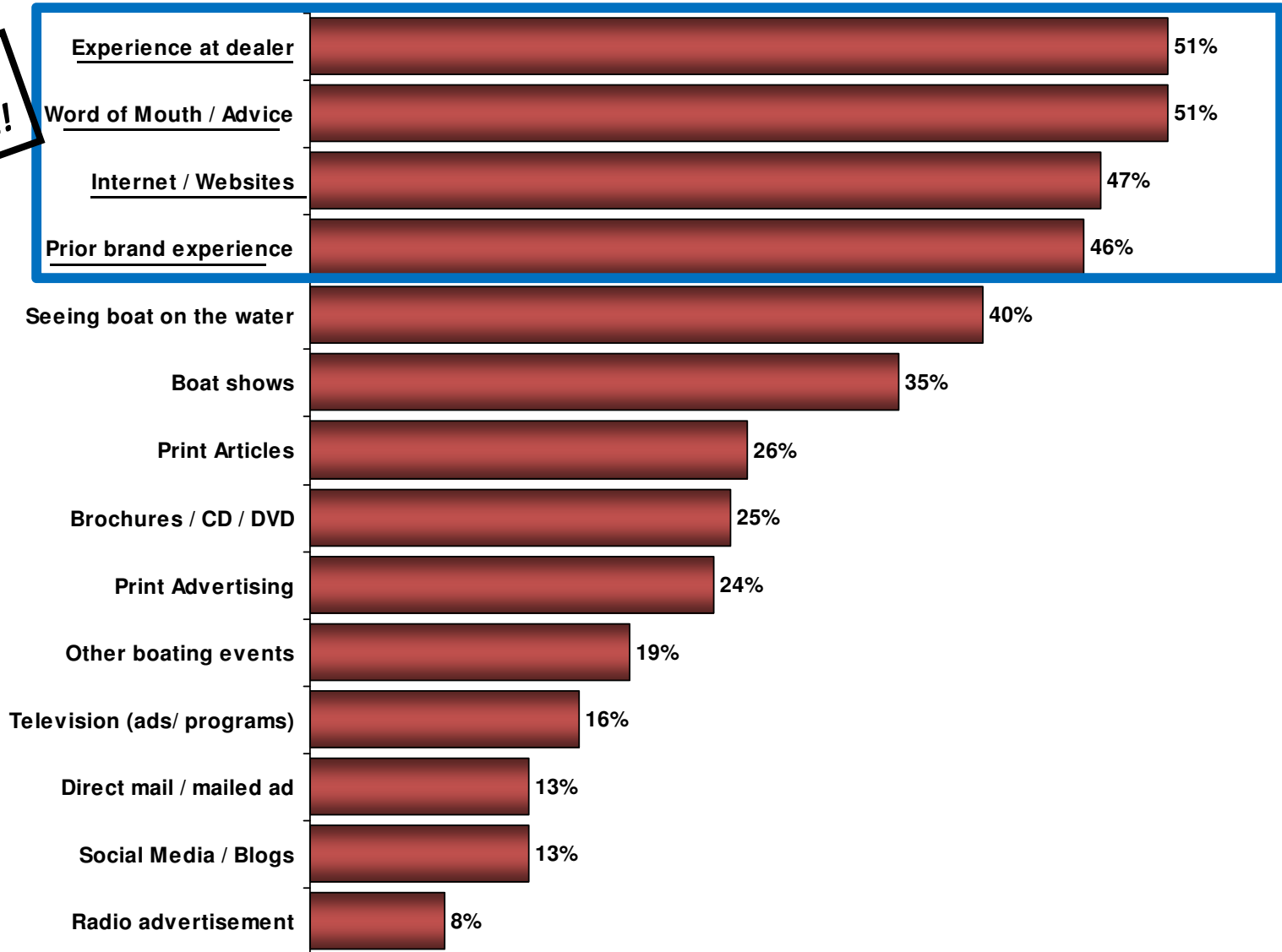
FORESIGHT MARKETING RESEARCH

◆ Return on Investment ◆

Boating Industry Sources of Influence

Percent Highly Influenced
(4 or 5 rating on a 5 point scale)

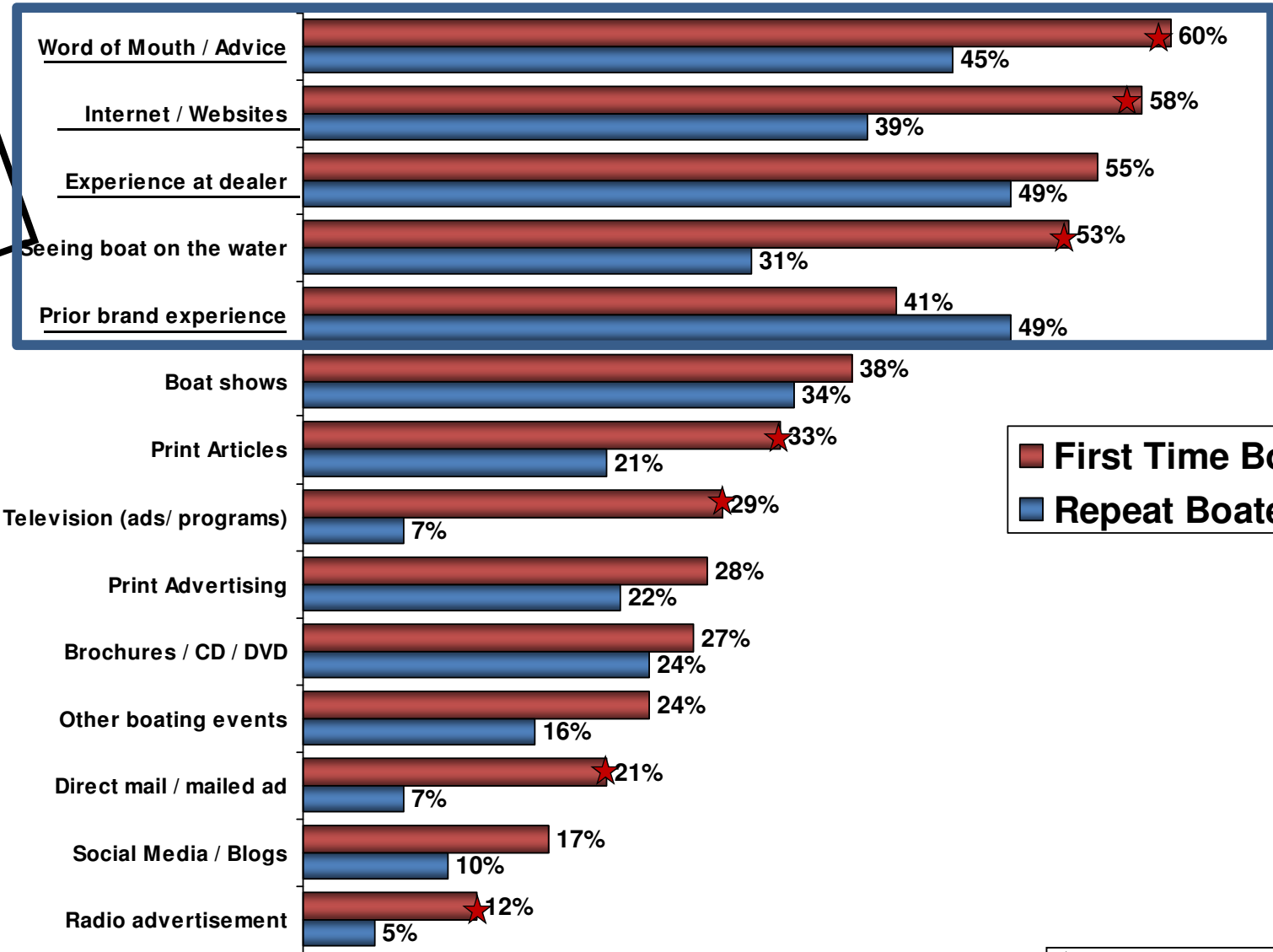
**Top 4 Relate
To Dealer Cert!**



Boating Industry Sources of Influence

Percent Highly Influenced
(4 or 5 rating on a 5 point scale)

First Time Boaters - Top 4 of 5 Relate To Dealer Cert!



■ First Time Boaters
■ Repeat Boaters

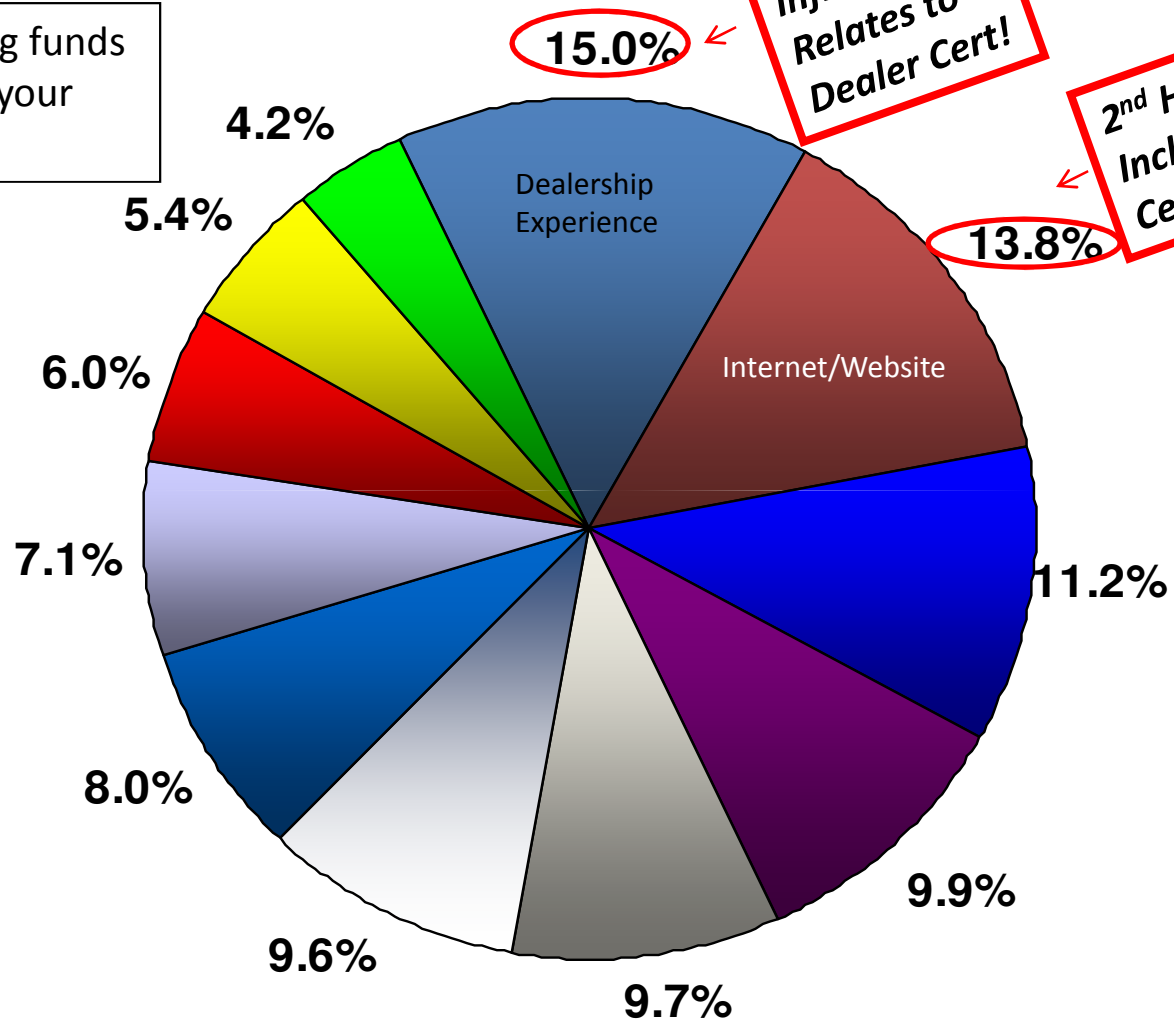
★ Statistically Significant

Total Share of Purchase Influence

Total Powerboat Industry

When allocating marketing funds consider what influences your buyers most effectively

- Dealership Experience
- Internet / Website
- Boat Show
- Print Article
- Brochure / CD / DVD
- Print Advertising
- Other Boating Events
- TV (Program / Advertising)
- Direct mail / Advertisement
- Social media / blogs
- Radio Advertisement



Top Influence Relates to Dealer Cert!

2nd Highest Included in Certification

Certified Dealer Rewards and Recognition

All New for 2010

Best Practice Navigators

Marine 'Five Star' Certified Dealer

"We're the Best. We'll Prove it."

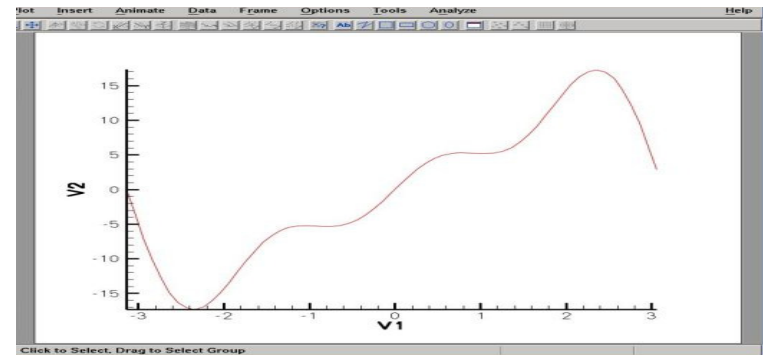
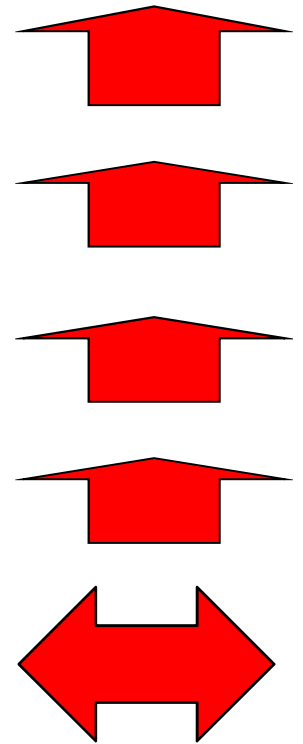




Marine Industry Current Situation



- Pressure on Margins
- New Competitive Products
- Increasing Business Costs
- High Fuel Prices
- Today's Economy





The Answer? - Dealer Re-Certification It's Time.....

