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NAUTIQUE EARNS THE NMMA'S CSI AWARD FOR THE SIXTH STRAIGHT YEAR

ORLANDO, FLA (August 30, 2011)—For the sixth year in a row, Nautique is the proud recipient of the National Marine Manufacturers Association's (NMMA) prestigious CSI award. This award recognizes Nautique's excellence in customer satisfaction in the Inboard Watersports Boat category, as part of the 2011 Customer Satisfaction Index (CSI) program.

The Marine Industry CSI Awards program honors participating manufacturers that actively measure customer satisfaction and pursue continuous improvement to better serve their customers. For 2011, the Marine Industry CSI Award program surveyed over 30,000 boat buyers regarding satisfaction with the boats and engines they purchased between April 2010 and March 2011. Participating manufacturers were required to survey all new boat buyers during this given period. In order to receive the prominent CSI award, recipients had to consistently uphold marks of 90 percent or higher in customer satisfaction during the last year.

"As the industry has reacted to recent market realities these manufacturers have kept a keen eye on consumer satisfaction and quality," notes Terry Leitz, NMMA's director of CSI programs.

"Our Nautique team is very excited to earn this customer service award which reflects the dedication of Nautique and our dealers," stated Nautique President/CEO Bill Yeargin. "The fact that we were the only one to receive the award of the top three selling towboat brands is indicative of our team's efforts to always go above and beyond what is expected," Yeargin added.

To read Bill Yeargin's Nautique Insider blog regarding this award [click HERE](#).

Celebrating 86 years of boat building excellence, Correct Craft, Inc. is the producer of the Nautique line of boats. The manufacturer of Nautique is known for delivering superior quality product, cutting-edge technology and exceptional service experiences. To see the complete line of Nautique boats, visit www.nautique.com.

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