



Pursuit Boats Awarded for Customer Satisfaction by NMMA

Fort Pierce, Florida, March 7, 2017 – Pursuit Boats is once again a recipient of the Marine Industry Customer Satisfaction Index Award for excellence in customer satisfaction. Winners were announced by The National Marine Manufacturers Association (NMMA) and acknowledged during the annual Industry Awards Breakfast at the 2017 Miami International Boat Show. This will be 15 years in a row that Pursuit has achieved this recognition.

“The production of every model Pursuit is supported by proven construction processes that insure each and every boat is manufactured to the highest quality. Our goal is to deliver the perfect boat to our customers, the 2016 CSI award is an important affirmation of that task,” Bruce Thompson, President, Pursuit Boats.



The Marine Industry CSI Awards program honors participating manufacturers that actively measure customer satisfaction and pursue continuous improvement to better serve the customer. For this calendar year, award recipients achieved and maintained an independently-measured standard of excellence of 90 percent or higher in customer satisfaction with at least 25 completed surveys or 15 completed surveys and a 50% response rate in a category/segment over the past 12 months, based on information provided by customers purchasing a new boat or engine during the period between January 1, 2016 and December 31, 2016.

PRESS RELEASE



"It is a great achievement for our Pursuit team of employees and our extended Pursuit family of factory authorized dealers. We share in a process and passion defined by our founder Leon Slikkers, building exceptional boats for more than 70 years," Mark Taiclet, Director of Sales.

Pursuit Boats scored a 95.27 on the surveys during the qualified timeframe and has won the award every year since 2003.

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 www.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.