



MEDIA CONTACT:
Kelly Kaylor, NMMA
312.946.6262
kkaylor@nmma.org

Discover Boating Campaign Shares Lifestyle Benefits of Boating, Improves Overall Experience for Boaters

First-Ever Industry-Wide Initiative Benefits Boaters of All Skill Levels

Discover Boating is the recreational boating industry's first-ever non-profit, integrated marketing campaign with support from all sectors of the industry from boat, engine and accessory manufacturers to dealers and marinas. The campaign seeks to improve the boating experience and build interest in recreational boating by providing a means for Americans to explore the benefits, affordability and accessibility of the boating lifestyle through a variety of initiatives, including:

- **DiscoverBoating.com:** A comprehensive resource for getting started in boating and current boaters' needs. From selecting the type of boat that's right for you to information on how to finance your purchase, the site takes a step-by-step approach to becoming a boat owner. And, once you're ready to set sail, DiscoverBoating.com has information on favorite destinations, marinas, boat ramps, maintenance tips and more. DiscoverBoating.com now has a [Boating News Room](#) where newbies and enthusiasts alike can keep up to date with the latest boating trends and happenings via the Discover Boating blog, [Facebook](#) and [Twitter](#).
- **FREE Get Started in Boating DVD:** Discover Boating has produced and distributed thousands of free "how-to" DVDs that offer prospective boaters an inside look at the boat buying process. This informative video includes testimonials from boating enthusiasts, tips on trailering and safety, as well as an interactive boat selector tool to help choose the boat that's right for you.
- **Dealer Certification:** The [Marine Five Star Dealer Certification program](#) highlights dealerships that have made a commitment to quality products and services. When looking to buy a boat, prospective buyers can shop with confidence from a certified dealer who has been trained to provide customers with an optimal shopping experience. Dealership certification uses a stringent, yet achievable set of criteria to raise the bar on interactions between dealers and customers. The training program focuses on improving operations, facilities, sales and service operations, customer satisfaction and employee training.
- **Product Certification:** The National Marine Manufacturers Association (NMMA) [Certification program](#) is designed to help boat manufacturers exceed federal boat safety and construction standards. For the customer, it means purchasing a boat that's safer for you and your passengers. Certified boat models undergo rigorous third-party inspection to ensure all applicable standards are met and exceeded.
- **Boat Shows:** There are hundreds of boat and sportshows around the country each year. These shows are an ideal place for prospective and current boaters to view, board and buy everything needed for on-the-water adventures. Find a complete boat show calendar at [DiscoverBoating.com](#).

###

About Discover Boating

Discover Boating is a national awareness campaign developed by the North American recreational boating industry and managed by the industry's trade group, the [National Marine Manufacturers Association](#). Discover Boating programs focus on improving the boating experience and building interest in recreational boating by providing a resource for Americans to explore the benefits, affordability and accessibility of the boating lifestyle. To find out more, visit [DiscoverBoating.com](#).