



For Immediate Release:

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Great Lakes Boat Building School to Offer Mercury Maintenance Program

Program offers students leg-up in Mercury products and maintenance procedures and provides a jump-start on certification

Detroit, MI - The Great Lakes Boat Building School, Cedarville, MI, will be offering its students a 12-month, 42-credit-hour Mercury Marine Maintenance Program through a recent partnership with Mercury Marine and Mercury University, Mercury's training division, beginning the Fall semester of 2020.

A formal announcement of the partnership will be made at a Reception/Media Event sponsored by the school and the Michigan Boating Industries Association at the Progressive® Detroit Boat Show on January 24th, 2020 at the TCF Center, 1 Washington Blvd., Detroit, MI. The 62nd Annual Detroit Boat Show runs January 18-26, 2020.

"Michigan is the third largest marine market in the country and with nearly one million registered boats on file in our Great Lakes State, we estimate nearly 50 percent of our citizens take to the water each year to boat and fish. We are extremely excited for the Mercury and GLBBS partnership and are honored to join in the support to bring educational opportunities to Michigan. Our industry has a \$7.8 billion economic impact on the state's economy each year and we need qualified marine technicians to keep it going and growing," said Nicki Polan executive director of the Michigan Boating Industries Association.

Upon completion of the course, which includes extensive hands-on training on equipment supplied by Mercury, as well as applicable M-TEK courses (Mercury's on-line Marine Technician's Essential Knowledge E-Skills programs), the students will receive a Mercury Maintenance Certificate, demonstrating their successful completion of the course and their familiarity with Mercury's maintenance procedures and engines. The work completed counts towards becoming a certified Mercury technician, once the student is employed by a Mercury dealer.

"We have a large number of dealers in the Great Lakes Region who are looking to hire qualified technicians," said Nick Van Nocker, training technology manager, Mercury University. "This partnership

allows us to focus on providing qualified marine technicians for this area of the country. It benefits our dealers and our customers, all of whom are getting better-trained technicians.”

“We are excited about the opportunity to partner with Mercury, which will further advantage our students as we strive to provide the best education available to the industry,” said Joseph D. Reid, chairman of the board, Great Lakes Boat Building School.

“Dealers can hire someone with this certificate knowing they are hiring someone who can immediately contribute to the dealership, know their way around Mercury products and are already partway towards being certified,” Van Nocker added.

For more information of the Progressive® Detroit Boat Show, visit <http://detroitboatshow.net/>

About Great Lakes Boat Building School

Students at Great Lakes Boat Building School are provided a comprehensive course of study in the methods, materials, and professionalism required of today’s wooden boat builder. Integrating lectures, demonstrations, and hands-on projects each of our full-time programs achieves the proper balance of theoretical and practical knowledge for career success. For more information, visit: <https://glbbs.edu/>

About MBIA – Michigan Boating Industries Association

The Michigan Boating Industries Association is a non-profit trade association dedicated to the promotion, protection and advancement of the recreational boating industry in Michigan. The MBIA currently represents more than 350 marine businesses in Michigan and serves as the voice of recreational boating in Michigan. For more information, visit <https://www.mbia.org/>.

About Mercury Marine

Headquartered in Fond du Lac, WI, Mercury Marine is the world’s leading manufacturer of recreational marine propulsion engines. A \$2.5 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications, empowering boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. Mercury’s industry-leading brand portfolio includes Mercury outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land ‘N’ Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at mercurymarine.com.