

FOR IMMEDIATE RELEASE
March 12, 2020



White River Marine Group Brands Recognized for Excellence in Customer Satisfaction

National industry organization recognizes TRACKER, SUN TRACKER, NITRO, TAHOE, RANGER and TRITON for top honors in quality, customer service

MIAMI – White River Marine Group, the manufacturing arm of Bass Pro Shops and Cabela’s, was recognized for excellence in customer satisfaction by the National Marine Manufacturers Association (NMMA). White River Marine Group brands, including [TRACKER](#), [SUN TRACKER](#), [NITRO](#), [TAHOE](#), [RANGER](#) and [TRITON](#), were among the recipients of the 2019 Marine Industry Customer Satisfaction Index (CSI) Awards recently announced at the 2020 Miami International Boat Show.

The CSI Awards recognize marine industry brands that actively measure customer satisfaction and pursue continuous improvement to better serve their customers. To qualify, TRACKER, SUN TRACKER, NITRO, TAHOE, RANGER and TRITON brands each achieved and maintained an independently measured standard of excellence of 90 percent or higher in customer satisfaction over the past year, as rated by customers purchasing a new boat or engine between Jan. 1 and Dec. 31, 2019.

TRACKER, SUN TRACKER and NITRO each received recognition in NMMA’s CSI Awards for the eighth consecutive year, a testament to the quality craftsmanship and service that delivers performance, innovation, value and a world-class experience for valued customers. The boating

industry has enjoyed 10 consecutive years of growth as White River Marine Group continues to build and sell more boats than any other company in the world. In 2019, White River Marine Group's market share reached a historical high point, validating again the position of its brands as America's favorite boats.

"We are humbled and honored to be recognized again through the ratings of our customers as among the very best in America for world-class quality and customer service," said Bass Pro Shops founder Johnny Morris, who revolutionized the boating industry in 1978 by introducing the world's first professionally rigged and nationally marketed boat, motor and trailer packages. "This recognition speaks to the groundbreaking products, exceptional value and a shopping experience unlike any other. We owe this honor to the collective efforts of our entire team."

Five of the awards came in categories for Outboard Boats, with TRACKER, NITRO, TAHOE, RANGER and TRITON collecting honors in those categories.

In all, six iconic White River Marine Group brands across four categories earned prestigious CSI Awards for 2019, including:

- TRACKER: Aluminum Outboard Boats
- SUN TRACKER: Pontoon Boats
- NITRO: Fiberglass Outboard Boats and Fiberglass Bass Boats
- TAHOE: Fiberglass Outboard Boats and Deck Boats
- RANGER: Fiberglass Outboard Boats and Fiberglass Bass Boats
- TRITON: Fiberglass Outboard Boats

About White River Marine Group

In 1978, Johnny Morris revolutionized the marine industry when he introduced the world's first professionally rigged and nationally marketed boat, motor and trailer packages. TRACKER Boats quickly became and has remained the No. 1-selling fishing boat brand in America for the last 41 years. Today, White River Marine Group offers an unsurpassed collection of industry-leading brands including TRACKER Boats®, SUN TRACKER®, NITRO®, TAHOE®, REGENCY®, MAKO®, RANGER® and TRITON®.