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## **NITRO Boats Recognized for Excellence in Customer Satisfaction**

*National Marine Manufacturers Association honors NITRO Boats for seventh consecutive year*

**MIAMI** – For the seventh consecutive year, [NITRO](#) Boats has been recognized for excellence in customer satisfaction by the National Marine Manufacturers Association (NMMA), receiving a 2018 Marine Industry Customer Satisfaction Index (CSI) Award in both the Fiberglass Bass Boats and the Fiberglass Outboard Boats categories.

NITRO's high performance fishing boats received the prestigious awards thanks to positive feedback provided by NITRO customers. To qualify, NITRO customers gave the brand an independently-measured standard-of-excellence rating in customer satisfaction above 90 on a 100 point scale.

“NITRO Boats are designed to give discriminating anglers more boat for the money with a superior ride, optimized performance and a full complement of tournament fishing features supported by a world-class service organization,” said Les Crawford, President of White River Marine Group, the marine manufacturing division of Bass Pro Shops which manufactures NITRO Boats. “The CSI Award is a tribute to the craftspeople, associates and dealers who provide quality, value and support to our customers every day.”

First created in 2001, the CSI Awards were recently announced at the prestigious Miami International Boat Show and recognize top-rated marine industry brands that actively measure customer satisfaction and pursue continuous improvement to better serve their customers.

In addition to NITRO, five other iconic White River Marine Group brands across four categories earned the prestigious CSI Award for 2018, including:

- Aluminum Outboard Boats: TRACKER and TRITON
- Fiberglass Outboard Boats: MAKO and NITRO
- Pontoon Boats: REGENCY and SUN TRACKER
- Fiberglass Bass Boats: NITRO and TRITON

White River Marine Group, a division of Bass Pro Group, is the largest builder of fishing and recreational boats in the world by volume. Its brands have a long history of game-changing innovations and quality products. For more information, visit [www.whiterivermg.com](http://www.whiterivermg.com).

## **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 quickly became and has remained the number one selling fishing boat brand in America for the last 41 years. Today White River Marine Group is the largest manufacturer of boats in the world by volume, manufacturing quality boats offering performance, innovation and value with world-class service so everyone can experience the joy of fishing and boating. 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®.