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TRACKER Boats Recognized for Excellence in Customer Satisfaction

National Marine Manufacturers Association honors TRACKER Boats for seventh consecutive year

MIAMI – For the seventh consecutive year, [TRACKER](#) 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 the Aluminum Outboard Boats category.

TRACKER, the number one selling aluminum fishing boat in America, received the highly-celebrated award thanks to positive feedback provided by thousands of TRACKER customers. To qualify, TRACKER customers gave the brand an independently-measured standard-of-excellence rating in customer satisfaction above 90 on a 100 point scale.

“TRACKER Boats has always strived to provide our customers with excellent performance and value in addition to world-class service so that everyone can experience the joy of fishing and boating,” said Les Crawford, President of White River Marine Group, the marine manufacturing division of Bass Pro Shops which manufactures TRACKER 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 TRACKER Boats, 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.

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®.