

BoatingIndustry

M & P Mercury
S A L E S L T D
Canada's #1 Boat Dealer - Est. 1957
VANCOUVER • BURNABY • NANAIMO



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M & P Mercury Named to 2018 *Boating Industry* Top 100 list

Recognized as the #4 boat dealer in North America, #1 dealer in Canada

Minneapolis, Minn. (January 14, 2019) – M & P Mercury Sales has once again been named one of the Top 100 dealers in North America by *Boating Industry*, the leading trade publication for the marine industry. M & P Mercury placed 4th overall and #1 in Canada. This marks M & P Mercury's 13th consecutive year named to the Top 100.

"From the thousands of boat dealers in North America these 100 dealers are the best of the best," said Jonathan Sweet, director of the *Boating Industry* Top 100 Program. "The Top 100 is about more than revenue. While the financial success of the companies on the list is important, we're also looking at factors including overall business acumen, marketing strategies, service department efficiency and profitability, customer service and dedication to the industry. These Top 100 dealers stand out for their best practices in all areas of their businesses.

"We are truly honored to be recognized once again among the best-of-the-best Boat Dealers in North America," said M & P Mercury President Bob Pappajohn. "Our team is focused year-round on sharing a passion for boating through truly exceptional service and an incredible range of world-recognized boats, and receiving this award is a testament to the success of these efforts."

The Top 100 is the only independent ranking of boat dealers in North America. The list recognizes dealerships that are unsurpassed in business operations, professionalism, marketing tactics, customer service and more. The *Boating Industry* Top 100 has recognized the top dealers in North America every year since 2005.

“We would like to thank our manufacturers for their continued support” said Pappajohn, “And, most importantly, thank our loyal customers who continue to give us the opportunity to make the West Coast boating lifestyle the most rewarding, fulfilling and memorable experience possible. We are committed to a continuous pursuit of excellence in all aspects of our business and look forward to turning even more boating dreams into reality in our surrounding communities in the years to come.”

“This year’s Top 100 is stronger than we’ve ever seen in the history of the program,” Sweet said. Total revenue for the 2018 Top 100 dealers and Hall of Fame was at its highest level in the history of the program, topping \$3.5 billion.

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About M & P Mercury: Established in 1957, M & P Mercury is Vancouver’s Premier Powerboat Dealer with three locations in total, including Burnaby, Vancouver and Nanaimo. M & P is the West Coast dealer for 15 world-renowned boat lines: Antares, Barracuda, Bayliner, Boston Whaler, Chris Craft, Fish Rite, Hatteras, Heyday, MasterCraft, Monte Carlo Yachts, RH, Sea Ray, Sunseeker, Striper and Swift Trawler. M & P is the marine industry’s only Five Star Certified marine dealer on the West Coast of Canada and the #1 ranked boat dealer in Canada by Boating Industry’s Top 100, #4 in all of North America. With a sixty-two year heritage, M & P strives to make the boating lifestyle the most rewarding, fulfilling and memorable experience possible. For more information, visit www.mpmercury.com and www.mpyachtcentre.com.



Figure 1: Receiving Top 100 Award on behalf of M & P Mercury: (Pictured Left to Right) Kirby Clarkson, VP Operations, Bob Pappajohn, President, Esther Reich, Marketing Manager, and Adam Quandt, Managing Editor Boating Industry Magazine

