



Contact: Jonathan Sweet, Editor-in-Chief, *Boating Industry* magazine, 763-383-4419

MINNEAPOLIS – When it comes to buying a boat, prospects are given an endless number of resources to make the best decision. When it comes to choosing the right dealership – an equally important decision – consumers have lacked this same guidance. But thanks to *Boating Industry* magazine’s eighth-annual Top 100 Dealers program, buyers now have insight into the most dependable and professional dealerships in North America.

Pointe au Baril, Ontario-based Desmasdon’s Boatworks was one dealer featured on this elite list, which recognizes the best-of-the-best from the thousands of marine dealers in North America.

“Our editorial staff was extremely impressed with this dealership’s improvements in 2011,” said Jonathan Sweet, *Boating Industry* magazine’s editor-in-chief. “For example, Desmasdon’s Boatworks upgraded 50 percent of its marina docks to cedar, increasing safety and ease of access.”

Powerboat sales finally began to turn the corner in 2011, and the Top 100 Dealers led this growth with a total revenue increase of 16.4 percent, totaling \$1.1 billion. In total, the prestigious group sold 17,772 boats, a 28-percent increase over the prior year.

Although this group of dealers may be quantitatively outpacing the industry, their feats go beyond the numbers. Overall business operations, customer service, marketing and professionalism have not only kept these dealers in business while so many of their peers have fallen, but also positioned them to excel and grow market share in today’s recovery.

“For *Boating Industry*’s Top 100 Dealers Program, we are identifying dealerships that go beyond strong revenue numbers,” said Sweet. “We are looking for companies that will provide a superior consumer experience, all the way from the sale to service to storage.”

The magazine’s editorial staff examined hundreds of online applications, which asked both qualitative and quantitative questions that touched on all aspects of a marine dealership.

To help bring the *Boating Industry* Top 100 to life, *Boating Industry* magazine created the Leadership Alliance, an elite group of the marine industry’s leading suppliers. These companies were invited to participate because they possess, as one of their corporate values, a true belief in and commitment to raising the bar of professionalism across all marine industry sectors, and particularly for dealers.

The 2012 Leadership Alliance members include: GE Capital, Commercial Distribution Finance; Boat Trader; Volvo Penta; Manheim Specialty Auctions; and the Marine Retailers Association of the Americas.

To see the complete ranking of the Top 100 dealers, visit [www.BoatingIndustry.com](http://www.BoatingIndustry.com).