



Bayliner, a Boating Journey

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Making Life Worth It for Generations

It's said your past is a blueprint for your future. Clearly, then, Bayliner's future is so bright, we might need shades. Looking back on the road this brand has traveled is fascinating, enlightening and informative—not to mention confidence-boosting for anyone who has, or plans to have, a relationship with this special brand.

Bayliner has been an industry leader for more than 50 years, growing from a small boat dealership in Washington state that started making its own boats into the largest-selling boat brand in the world. Along the way, Bayliner developed a reputation for outstanding value, for providing dealers with a lineup that could be the backbone of their businesses and for getting more first-time boaters on the water than anyone else. And Bayliner's combination of style, reliability and affordability kept our family of buyers coming back for more as boating became central to their lives and they moved into newer, bigger boats.

Yes, Bayliner has a beautiful future behind it. It has an even better one ahead! Come see what we mean.

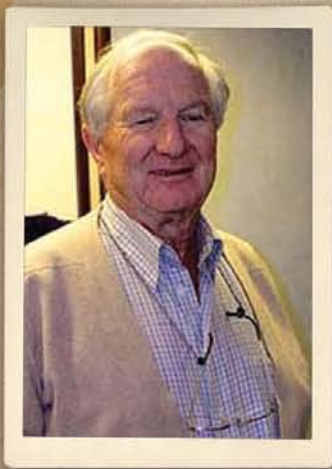


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A staff photo outside the Advanced Outboard Marine showroom in Seattle, which opened its doors in 1958.



Founding Father

**J. Orin Edson,
founder of
Bayliner Boats**

The story of Bayliner's shining legacy and remarkable success can't be told without including its main

character, J. Orin Edson. No one else was more central to the tremendous growth and widespread popularity that the Bayliner brand has experienced since its inception.

economic times. For instance, he introduced an incentive program at Bayliner's manufacturing plants that shared cost savings from unused warranties with workers. Sharing the proceeds also helped drive innovation. "They participated in both the profitability and the quality," Orin once said of his dedicated boat builders.

Perhaps the biggest idea he brought to the boating market was the Total Value Package, which offered a boat, motor and trailer—components previously sold separately—for one reasonable price. A 1982 Bayliner 1600 Capri retailed for \$6,295 and included an 85-hp outboard and an

"I enjoy the challenge of making superb quality boats."

Orin grew up in the Seattle area, and his family boated on Lake Washington. He got into boat racing as a teen and ultimately turned the hobby into a business. He sold racing boats in a local parking lot. The company he founded in the mid-1950s, Advanced Outboard Marine, eventually opened a showroom. Business was strong. To give his boats a fittingly catchy title, he bought the brand name "Bayliner"—for the reasonable sum of \$100. Orin soon added more stores, more models and more production capacity to satisfy increasing demand.

Thanks to Orin's inspired ideas, the business thrived during both flush and challenging

Escort Trailer. Bayliner had successfully staked its claim as the best value in boating.

Over the years, Bayliner's product line has varied widely, at times including fishing boats, ski boats, motoryachts and even sailboats. But no matter what style or shape the Bayliner lineup took, Orin's original vision—that a Bayliner should be an easy, reliable, well-built, affordable boat that any family could enjoy—always remained intact. Brunswick Corporation purchased Bayliner in 1986. While supplying its vast resources and expertise to the manufacturing and sales process, Brunswick has also stayed true to Bayliner's legacy and Orin Edson's vision.

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Milestones in the History of Bayliner Boats



1955: J. Orin Edson opens Advance Outboard Marine, in a Seattle, Washington, parking lot. AOM sells outboard engines and boating accessories.



1960: Edson pays Al Koffel \$100 for the "Bayliner" name. Koffel ran a local boat works and had been supplying AOM with plywood "Bayliner" boats.

1957: The first Bayliner boat is sold—the start of the most popular brand in boating.

1958: Edson moves the AOM operation to a showroom. The dealership offers several brands of new powerboats and wooden boats to pair with the dealership's engine offerings.

Driving the Industry

For more than five decades, Bayliner has not just led the recreational marine industry, but driven it. Many Bayliner innovations became standard operating procedure for the rest of the industry after Bayliner paved the way.

- Bayliner's Total Value Package pioneered the idea of selling the boat, motor and trailer together as a single package at an affordable price. Now everyone does it. (Though not necessarily at a Bayliner's price!)
- Bayliner engineers developed several innovative construction practices, including Unitized Construction, where all components are fibreglassed together into a single, stronger unit. Bayliner's signature beam-forward design increases cockpit and storage space.
- KidClean™ surface protection, volume purchasing of materials, distributive manufacturing to save on freight, offering employees incentives based on reduced warranty claims...these all originated with Bayliner.

Maybe nothing puts Bayliner further ahead of the industry than the support it gets from parent company Brunswick Corporation. Leveraging its worldwide reach to secure best-cost advantages has allowed Bayliner products to remain some of the very best values in boating.



Awards and Accolades

1982 to 1990: The Capri earns *Powerboat* magazine's Award for Product Excellence nine years in a row.

1985: *Powerboat* magazine calls the 1600 Cuddy the "Best Value" in America under \$10,000. *Powerboat* also awarded the 1600 Capri "Mid-Sized Boat of the Year," calling it "a breakthrough in boat manufacturing."

1991: The Rendezvous is *Boat* magazine's "Boat of the Year."

1997: The 1700 Capri LS wins *Consumers Digest* magazine's "Best Buy Award"

1998: The 2050 Capri LS earns an "Outstanding Runabout Value Award" from *Powerboat*.

2007: *Boating Life* calls the 217 Deck Boat "the best real-estate deal in boating."

2008: *Boating* names the 225 Bowrider one of the year's "Best Bets," citing its innovative storage guide.

2009: The 185 Bowrider earns an "Excellence in Design" award from *Trailer Boats*.



1966: First fiberglass Bayliners built in the barn of a Marysville, Washington, Liefer Berry farm.

1971: The Bayliner name becomes a Registered Trademark.

1968: Bayliners are sold at 100 dealerships in the U.S. and Canada. Production moves to a former World War II hangar in Arlington, Washington.



1974: Amid spiking gas prices, Bayliner debuts three Buccaneer Sailboat models to ensure customers continue to have affordable options.

1982: Bayliner introduces the Capri lineup alongside the “Total Value Package,” the marine industry’s first fully integrated boat, motor and trailer package—all from one manufacturer at one affordable price. *Powerboat* magazine names the new Capri its Boat of the Year, calling it “a major breakthrough in boat manufacturing.”



1978: Bayliner has its largest shipping week to date, at \$1.7 million.

Growing for the Future

Bayliner's baby steps were taken in the Northwest, but the brand is all grown up now. By the mid '80s when Brunswick Corporation bought the company, gross sales were in excess of \$400 million and Bayliner had become the most popular brand in boating.

Bayliner's commitment to being the best value on the water guaranteed strong growth, but there's more driving the brand's success than affordability. Customers who have owned Bayliner products have consistently lauded the quality of the boats. They know well that a smart value trumps a simple low price any day.

This understanding has continued to drive the brand's development and marketing efforts, with a lineup that delivers what customers want at an attractive price without sacrificing performance or compromising their boating fun.



Notable Quotes, Praise and Press

"Bayliners could be considered the extra value meals of the marine industry. With these inexpensive family runabouts, buyers get a lot of boat for a little money and they keep coming back for more." — *Powerboat*, May 1994.

"Today's Bayliner is one of the most highly engineered boats on the market. Bayliner employs extensive use of Computer Aided Design and computer Aided Manufacturing (CAD-CAM) techniques on all models, from the smallest Capri to the largest motoryacht." — *Trailer Boats*, June 1994.

"...since over the years Bayliner has built more pleasure boats than any other builder in the world, the quality of its construction has been proven by the marketplace." — *Power and Motoryacht*, February 1995.

"Bayliners are quality boats. It's a boat you buy to keep. Many older Bayliners you see on the water today belong to their original owners. Because they are well-made, you still see them in use." — *iboats.com*.

"For roughly the cost of an elite 25-foot bowrider, or less, Bayliner offers this new 28-foot-7-inch sport cruiser. Think about it: a weekender with galley, full head and two private staterooms priced like a day-tripper." — *Boating*, September 2010, reviewing the all-new 285 Cruiser.

1986: Bayliner sells an unprecedented 43,000 boats in one year.



1991-1995:
One in four Cruisers sold worldwide is a Bayliner.

1986: Bayliner joins Brunswick Corporation and becomes part of the world's largest marine company, with distributors and dealers in more than 50 countries around the globe.



1993: The Jazz Jetboats sub-brand is introduced.



2008: *Bayliner* magazine, the brand's official lifestyle magazine, debuts.



2010: Bayliner receives the National Marine Manufacturers Association CSI Award for outstanding customer satisfaction for the third year in a row.

2009: *Boating Industry* magazine names 16 Bayliner dealers to its Top 100 Dealers list in the United States and Canada.



Fun That Runs Deep

The thrill of boating goes beyond the ordinary. It can touch you on a deeper level. It's emotional, an experience, a lifestyle. You feel its pull if you've spent any time on the water, and it doesn't take long for people new to boating to have that "aha" moment. "This is so worth it," they say, but what they mean is they *feel* it.

For five decades Bayliner has given buyers reasons to indulge those emotions. When their hearts are already in it, Bayliner gives their brains the rationale, connecting the dots and making it a smart choice. How?

- By offering a high-value lineup. Boaters can afford to indulge the pull of the water no matter what kind of boating they'd like to do. Bayliners are solid American boats that boaters who feel the passion can enjoy today.
- By ensuring that Bayliners are fun boats. Bayliner's versatile lineup offers all the features that boaters need to keep their families having a great time on the water. From watersports to cruising to fishing, Bayliner delivers the goods to keep families happy.
- By being built for families. Boating is about family time, it's about making an investment in the relationships that matter most. With beam-forward designs, deep-freeboards and ample storage, Bayliners provide the space, security and convenience that make them an easy choice for moms and dads.
- By being easy to own. Bayliner dealers are the strongest dealers in their markets; they partner with owners from the first shopping experience, through the purchase, to maintaining that Bayliner for years of fun and reliable use. Bayliner is part of Brunswick Corporation, the world's largest recreational marine company, meaning Bayliner dealers are the best-supported dealers in the world—and Bayliner owners can count on years of worry-free boating.



In Touch with Bayliner

Bayliner wants to be your friend, of course, and **Facebook** is certainly one way you can stay on top of the latest from the brand and a broad community of Bayliner boaters.

Bayliner.com is another great resource you should visit. Finally, Bayliner creates print and electronic magalogs for you to check out all of the latest models and see how Bayliner owners are enjoying their boats. Just click on the covers below to see various magalogs and special issue eZines. Let's stay in touch!



facebook.com/baylinerboats

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Brunswick Provides an Edge

The quality of a Bayliner boat is no accident. Innovation, vast resources, a stellar dealer network and more than 160 years of business expertise—these are just a few perks of having the Brunswick Corporation for a parent company. Bayliner, the world's number-one selling boat brand, stands on the shoulders of a giant recreation company dedicated to helping customers Live Life Well.

Call it a true American success story. In 1845, a Swiss immigrant named John Brunswick launched a company to manufacture billiards tables. Today, the Brunswick Corporation employs approximately 15,700 people worldwide and is the market leader in the marine, fitness, bowling and billiards industries.

No company has Brunswick's breadth and scope in the marine industry. The Brunswick Boat Group is the largest maker of pleasure boats in the world. Besides Bayliner, Brunswick manufactures dozens of other boat brands, plus the Mercury Marine Group, the leading producer of marine engines in the world.

What do Brunswick's strengths do for you? Plenty. All Brunswick products benefit from a commitment to quality craftsmanship, dating back to the company's woodworking prowess more than a century ago. Then, there's the company's tradition of innovation, including MerCruiser's Axius stern-drive system, the world's first fully intuitive joystick piloting system, which is available on Bayliner's latest twin-engine Cruisers.

The sheer size of Brunswick carries powerful leverage, as well. Brunswick maintains a depth of office systems, procurement, logistics and technology development, and effectively incorporates these assets into each line of boats. Thanks to the parent company's broad reach, Bayliner has access to the best suppliers, engineers, building techniques and materials in the industry. Brunswick develops and utilizes the best engineering, design and selling strategies, focusing on exactly what the consumer wants.

Brunswick treats its dealers well, too, which means no matter where a boater finds himself, he can always find a knowledgeable dealer who is happy to help.



Daytona, Fla.



Barcares, France



Orlando, Fla.



Detroit, Mich.



Chicago, Ill.



Allentown, Pa.



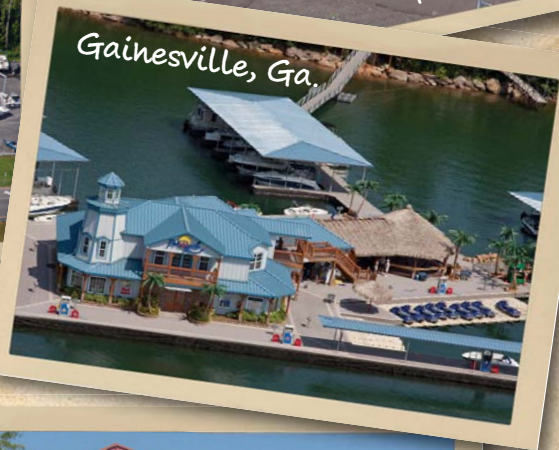
Sydney, Australia



Atlanta, Ga.



Gainesville, Ga.



Montgomery, Ala.



Austin, Texas



Boston, Mass.



Montreal, Canada



Denmark



Greensboro, N.C.





A Strong Network, a Growing Community

For many Bayliner dealers, the brand is their biggest seller. And that's a big deal; it means they focus on their Bayliner customers. Bayliner has worked tirelessly to grow its dealer network—making Bayliner a globally recognized name among boaters—and ensure that each individual dealer succeeds. This has demanded a strong commitment to best-in-class training and customer service. And because the brand is such an important part of their business, Bayliner dealers offer fast, knowledgeable technical support hand-in-hand with great sales expertise. (It's no wonder *Boating Industry* magazine named 25 Bayliner dealers to its 2010 Top 100 Dealers list in the United States and Canada.) And customers new to boating can expect the best tips and training from helpful, experienced captains.

By building a healthy, widespread dealer network, Bayliner has likewise grown a healthy, widespread network of boat owners who share a common love of their Bayliners and being out on the water. The Bayliner community has never been so tight-knit as it is these days, as fans flock to online venues like Facebook when they aren't gathering at their local lake. Bayliner dealers also provide a lot of the “glue” that keeps the community together, helping to introduce fellow owners and organize fun events that bring people together. They create lasting friendships not only with their customers, but between them, too.

A truly enjoyable and rewarding boating experience boils down to just a few key elements, all of which you can be sure to get from your local Bayliner dealer: reliability and support, assurance and value, and—last but not least—remarkable on-water fun!



Dealer Locator

Discover what unwinds you.



Thousands of families have trusted Bayliner Boats as their vehicle of choice for connecting, unwinding and having fun together. We understand each moment of family time is so important, and thanks to Bayliner's tradition of quality, you won't miss a beat.

Bayliner knows where fun lives, so come play with us.

Find your local dealer at www.bayliner.com for your best hometown boating experience.



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