

**FOR IMMEDIATE RELEASE**

## NMMA Launches Research Effort Improving CSI Program

**Chicago, Ill. – April 26, 2010** – The National Marine Manufacturers Association (NMMA) announced today the details of new comprehensive customer and product research program that will be made available to all its members. This new research offering is part of a total revamping of the NMMA's longstanding Customer Satisfaction Index (CSI) Program – a customer, product satisfaction and quality measurement initiative, the largest, and longest continual measurement of satisfaction available to boat builders, their dealers and the consumer.

To fill a gap in independent product research within the marine industry, the NMMA has been working with its research partner, the AVALA Marketing Group (AVALA), to formulate strategic and tactical plans that will assist consumers in making better business decisions about all marine products and all marine sales channels.. Additionally the new NMMA program will provide tangible benefits to consumers who participate in providing feedback on their satisfaction levels.

NMMA President Thom Dammrich stated, "The NMMA has not only greatly enhanced our core CSI program but we have filled a much needed gap to provide OEM's, small or large, essential research tools that were previously unavailable and at a cost that is affordable for all.

Dammrich added, "For the consumer, not only will they have the largest baseline of data ever available to make decisions on marine products, they will also be providing their feedback on thousands and thousands of interactions within our industry. This truly is the most complete measurement of every aspect of the boat consideration, buying and ownership experience."

For manufacturer's, the new research is an extension of the already successful CSI program and will provide for the following:

- 1) Upgraded real-time dashboard reporting of CSI data
- 2) Net promoter reporting
- 3) Industry prospect (pre-sale) satisfaction measurements
- 4) On-going problems per 100 and product quality measurements
- 5) Improvements to NMMA Quality Awards methodology
- 6) NMMA Quality Awards website allowing consumers to find award-winner information and view corporate and product videos
- 7) Consumer access to valuable benefits and services for just participating in the NMMA CSI program
- 8) Overall improved CSI marketing tools made available to every participating OEM

"We are proud of our continual and uninterrupted involvement with the NMMA and the marine industry," said Steve Pizzolato, president of AVALA. "These solutions strengthen the entire marine industry because it allows the industry to be measured from the consideration to ownership phase. It combines dealer satisfaction with product satisfaction and most importantly, due to our advanced technology, allows us to deliver an unduplicated measurement experience at a price affordable to the smallest manufacturer, yet a product comprehensive enough to satisfy the needs of the largest builder"

###

**Executive Committee**

Chairman, NMMA  
David Slikkers  
Tiara Yachts

Vice Chairman, NMMA  
Jason Pajonk-Taylor  
Taylor Made Products

Treasurer, NMMA  
Joan Maxwell  
Regulator Marine

Secretary, NMMA  
Mark Schwabero  
Mercury Marine

BMD Representative  
John Dorton  
MasterCraft Boats

EMD Representative  
Paul Dierksen  
Volvo Penta

AMD Representative  
Fred Sherrerd  
ASA Electronics

Member At-Large  
Chuck Rowe  
Indmar

President  
Thomas J. Dammrich  
NMMA



**About NMMA:** NMMA is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S.. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information, visit [www.nmma.org](http://www.nmma.org).

**About AVALA:** Established in 1997, The AVALA Marketing Group is one of the top marketing firms specializing in the recreation industry. It's regional, national and global approach focuses on interactive services, mobile marketing, customer relationship management, database design and management, marketing research and analysis, customer satisfaction indexing, lead management, event marketing, promotions, training, brand advertising and full creative services. Additional information about AVALA is available at [www.avalamarketing.com](http://www.avalamarketing.com).

**Executive Committee**

Chairman, NMMA  
David Slikkers  
Tiara Yachts

Vice Chairman, NMMA  
Jason Pajonk-Taylor  
Taylor Made Products

Treasurer, NMMA  
Joan Maxwell  
Regulator Marine

Secretary, NMMA  
Mark Schwabero  
Mercury Marine

BMD Representative  
John Dorton  
MasterCraft Boats

EMD Representative  
Paul Dierksen  
Volvo Penta

AMD Representative  
Fred Sherrerd  
ASA Electronics

Member At-Large  
Chuck Rowe  
Indmar

President  
Thomas J. Dammrich  
NMMA

200 East Randolph Drive, Suite 5100  
Chicago, Illinois 60601-6528  
312.946.6200 Fax 312.946.0388  
[nmma.org](http://nmma.org)