

CENTURION ANNOUNCES NEW DEALERS

NOVEMBER 9, 2009

“Our new technology, authorized dealer program and attention to market conditions is paying off. Despite the economy we’ve signed many new dealers,” proclaimed Centurion CMO Mark Overbye.

Centurion embraced web 2.0 technology early. Using the latest CRM tools integrated with a state of the art boat builder links consumers and dealers in seconds within a format that eliminates awkward cold calls. Centurion’s unique electronic boat builder venue engages consumers with photo quality resolution, fast forwarding the buying process. Dealers also find the ordering process streamlined and have heartily embraced Centurion’s 2010 technology.

“The challenges of maintaining margins, offering exceptional service and growing your market footprint are ever present. So we developed a Centurion Authorized Dealer program that creates a level global playing field for all dealers with consistent pricing and incentives to foster customer relations,” explains Overbye. Centurion’s authorized dealers also get special pricing and a priority warranty rate.

In addition to the company’s advanced selling technology and authorized dealer benefits, Centurion’s 2010 programs have been designed to address reduced wholesale credit availability.

Accordingly, in the past 3 weeks Centurion welcomes many new dealers:

New England Ski Boats, Cambridge, MA
Bayou Outdoor Supercenter, Bossier city, LA
One More Pull, Franklin, VA
Surf Fresh, Orlando, FL
Montana Honda and Marine, Billings, MT
Barry Jay’s Marine, Edmonton, AB



WORLD CHAMPIONSHIP TOWBOATS

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