

IMMEDIATE RELEASE

Indmar Introduces the Factory 5 Year Warranty The Only True 5-Year Factory-Backed Warranty Available on an Inboard

Millington, Tenn. (September 17, 2010) ~ Indmar Marine Engines announced the details today surrounding their all-new industry leading warranty program available on all 2011 Indmar Marine Engines. They call it the Factory 5-Year Warranty. The warranty will pave the way to a new industry standard and welcomes owners to a hassle-free ownership experience.

The Factory 5-year warranty is the only true factory-backed warranty. The warranty is fully backed by Indmar Marine Engines and does not include an outsourced third party as typically provided by other manufacturers. Coverage under the program is the same on the last day as it is on the first. The warranty is also fully transferable.

“With five consecutive recognitions from the NMMA for outstanding customer service, offering the Factory 5 on all 2011 Indmar Marine Engines is a testament to Team Indmar’s commitment to building the highest quality engines available on the market,” explained Chuck Rowe, President of Indmar Marine Engines. “Warranting our engines for 5-years speaks volumes about the integrity of each engine we manufacture while providing the consumer with something a little more than just talk, a true 5-year warranty and a lot of confidence.”

Every new owner who takes advantage of the Factory 5 Protection Plan will experience a seamless extension between product warranty and insurance coverage. This means Indmar owners experience a very smooth transition whether they have a warranty claim or an accident. No other protection plan has the level of service or is as comprehensive as the Factory 5. To offer this level of protection, Indmar has partnered with Boaters Insurance Agency, one of the leading insurance providers in the industry that specializes in ski-wake boats.

To qualify for the Factory 5, an Indmar owner must insure their boat with Boaters Insurance at time of purchase or no later than 60 days from the date of delivery. That’s it. Once the boat has been insured with Boater’s Insurance Agency they are automatically enrolled in the Factory 5 year program with Indmar.

In response to the partnership, Boater’s Insurance Agency has created an extremely unique coverage plan that is only available to Indmar owners. Their rates are competitive, if not better and they offer several payment options for Indmar owners to choose from. To learn more about the truly unique benefits of the insurance policy, go to <http://indmar.com/News/IndmarFactory5.pdf>.

Welcome to the best consumer warranty and insurance program available in the industry! With Indmar, you get the full package – Power, Performance and Protection. For more information about Indmar Marine Engines, please visit www.indmar.com

ABOUT INDMAR

Indmar is the world’s largest privately held manufacturer of gasoline-powered inboard marine engines. Indmar takes pride in building marine engines for the long run – manufacturing cutting-edge, inboard power technologies that outperform & outlast competitive brands while remaining

environmentally friendly. For more information about Indmar Marine Engines, please visit www.indmar.com.

ABOUT BOATERS INSURANCE AGENCY

To be provided by Wednesday.