

COMMERCIAL DISTRIBUTION FINANCE AND BRUNSWICK CORPORATION RENEW MARINE DEALER FINANCING THROUGH 2019

Aug. 6, 2015

CHICAGO — Commercial Distribution Finance (CDF), a division of GE Capital, announced today that its joint inventory-financing venture with Brunswick Corporation, Brunswick Acceptance Company (BAC), has been extended through 2019.

BAC provides boat dealers with a long-term source of wholesale inventory financing. The programs provided by BAC are exclusive to dealers of Brunswick boat brands and Mercury Marine engines in the United States. Brunswick boat brands include such prominent names as Sea Ray, Boston Whaler, Harris, Bayliner, Lund, Crestliner, and Lowe. BAC was originally formed in 2002. Currently more than 600 dealers participate in BAC programs, often with multiple Brunswick brands in their dealerships.

"This successful partnership has provided a stable and competitive source of wholesale floor plan financing along with high-quality service to Brunswick marine dealers for more than a decade," said Brunswick Chairman and Chief Executive Officer Dustan E. McCoy. "Through this extension, we are looking to ensure continued stability through 2019, while our partner, CDF, transitions to new ownership. BAC will continue to be an important part of our offering to dealers and will enhance the competitiveness of our brands."

"We have built an even stronger relationship with Brunswick dealers as a result of the joint venture over the last 13 years, and we are delighted to continue to serve them," said Bruce Van Wagoner, president of CDF's marine business. "We will continue our successful collaboration with Brunswick to ensure the growth and health of the dealer network."

For more than 50 years and through all business and economic cycles, CDF has offered customercentric floor plan financing programs that enable marine dealers to stock a broad selection of new and preowned products. Floor plan financing, also known as inventory financing, is an important element of a successful manufacturer-dealer business model, as manufacturers and distributors benefit from enhanced product flow and increased sales opportunities and as dealers obtain improved terms and credit availability.

About Commercial Distribution Finance

Commercial Distribution Finance (CDF) provided \$46 billion in financing for more than 40,000 dealers and more than 2,000 distributors and manufacturers globally in 2014. CDF operates in 60 countries and provides inventory financing solutions, service and intelligence through in-depth industry expertise and commitment. Programs include inventory and accounts receivable financing, asset-based lending, private label financing, collateral management and related financial products. For more information, visit gecdf.com or follow company news via Twitter ([@GEInventoryFin](https://twitter.com/GEInventoryFin)).

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Comment [DD1]: Eliminated extra space between sentences. As per the AP Stylebook, only one space separates sentences.

Comment [DD2R1]:

Comment [DD3R1]:

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Comment [DD4]: As per AP, no comma before a conjunction in a simple series.

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Comment [DD5]: It's "cleaner" to use a period and to start a separate sentence instead of using a semicolon, and the sentences have a greater separation of thought that indicates a period, not a semicolon.

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Comment [DD6]: No hyphen for "-centric" words, as per AP:

Q. How would AP create combinations with -centric, as in a child-centric world? from Farmington, Maine on Aug 16, 2012
A. Most terms formed with the suffix are single words: childcentric, Afrocentric, geocentric ... but U.S.-centric.

Comment [DD7]: Two words, as per the AP Stylebook's Ask the Editor section:

Ask the Editor results:



Q. I've been trying to figure out whether or not "floorplan" is one word or two. I would assume it's one but I have seen it both ways so I'm not sure. I can't imagine multiple uses for the word but the one to which I am referring is something like: The apartment's floorplan included a roomy area for the kitchen. An answer at your earliest convenience would be greatly appreciated. Thanks! from El Paso, Texas on Dec 17, 2010
A. AP stories use floor plan (two words), per Webster's spelling. ... [1]

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Comment [DD8]: One word, as per AP: ... [2]

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GE (NYSE: GE) imagines things others don't, builds things others can't and delivers outcomes that make the world work better. GE brings together the physical and digital worlds in ways no other company can. In its labs and factories and on the ground with customers, GE is inventing the next industrial era to move, power, build and cure the world.

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About Brunswick

Headquartered in Lake Forest, Illinois, Brunswick Corporation endeavors to instill "Genuine Ingenuity" in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine, BLA and Bell RPG parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray and Uttern boats; Life Fitness, Hammer Strength and SCIFIT fitness equipment; Brunswick billiards tables, accessories and game room furniture; and InMovement products and services for productive well-being. For more information, visit <http://www.brunswick.com/>.

Comment [DD9]: AP now requires that state names are spelled out after city names. State names were previously abbreviated after city names.

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Comment [DD10]: AP doesn't use trademark symbols. Trademarked company names are usually capitalized without a symbol. I left the quotation marks to signify the unique phrase.

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Two words, as per the AP Stylebook's Ask the Editor section:

Ask the Editor results:



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17, 2010

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One word, as per AP:

Ask the Editor results:



Q. Does AP prefer "pre-owned" or "preowned," or does it really matter as long as you're consistent. Thank you. from Las Vegas, NV on Jul 30, 2009

A. Based on usage in AP stories, preowned (one word).