



GRADY-WHITE BOATS

Cataumet, Massachusetts Grady-White Dealership Receives Awards

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Cataumet Boats Awarded 2012 Top Sales and Customer Satisfaction Recognition by Grady-White Boats

GREENVILLE, NC: Cataumet Boats, of Cataumet, MA, earned Grady-White Boats' top sales award worldwide, the Gold Anchor Sales Award, as well as top customer satisfaction award worldwide, the Gold Anchor Customer Satisfaction, and was recognized with membership in the Grady-White Boats Admiral's Circle for the model year 2012.

The Gold Anchor Sales Award signifies the leading sales producer among Grady-White's dealership network. The Gold Anchor Customer Satisfaction Award signifies the leader in customer satisfaction index scores among Grady-White's dealer network. Admiral's Circle membership is reserved for those dealerships that have achieved the highest level of retail sales for the model year, plus outstanding customer satisfaction index scores as rated in customer surveys. This is only the second time since the awards were established that a dealer received top honors for both, the Gold Anchor Sales Awards, and the Gold Anchor Customer Satisfaction Awards. Cataumet Boats has received the Gold Anchor for sales and service, and the sixteenth year that the dealership is included in the Admiral's Circle.

Not only did Cataumet have the highest level of retail sales for the year, the dealership also had a perfect score of "10" on every customer survey returned. "Cataumet Boats has demonstrated superior sales performance, dedication, and strong leadership skills." said Joey Weller, Grady-White's Vice President of Sales. "We are thrilled to have Cataumet Boats on our team and are honored to present these prestigious awards to a top performing dealership that has exhibited tremendous efforts and outstanding accomplishments."

Established in 1959, Grady-White manufactures 25 models of high quality center console, dual console, express and walkaround cuddy cabin sportfishing and coastal family boats, from 18 to 36 feet. Grady-White boats are built by craftsmanship through customer input and a longstanding and sincere focus on customer satisfaction.

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