



CONTACT: Beverly Ramsey  
Office: 417.532.8923  
Cell: 417.827.2353  
Email: beverly.ramsey@lowe.com

FOR IMMEDIATE RELEASE

### **Lowe® Boats Joins Forces with Seattle-Area Dealer Lake Union Sea Ray**

**LEBANON, MO. (Jan. 9, 2018)** — Lowe Boats has partnered with Western Washington-area dealership Lake Union Sea Ray, a family-owned business with over 1,100 years of combined marine experience and convenient locations in Seattle, Fife and Bellingham, Wash.

“We’re thrilled to partner with Lake Union Sea Ray as a new Lowe Boats dealer,” said Lowe President Ben Cast. “Lake Union’s record of sales and customer service is incredibly strong. Lowe boaters in the Pacific Northwest region are in excellent hands.”

“Recognized at MDCE, we know Lake Union Sea Ray has a very good team,” said Brunswick Boat Group President Huw Bower. “We’re proud to add the Lowe brand to their umbrella.”

First opened in 1987 by Kevin Roggenbuck, President and CEO, Lake Union Sea Ray holds a distinguished track record. The dealership consistently ranks on *Boating Industry* magazine’s Top 100 Dealers list, an honor awarded to those who exhibit exceptional achievements in overall business operations, customer service, marketing and professionalism. In addition, Lake Union complies with the National Marine Manufacturers Association and Marine Retailers Association of the Americas’ joint certification standards, and is an independently-certified Brunswick Ambassador Dealer.

In 2016, Lake Union Sea Ray was named one of Washington State’s top 50 family-owned businesses by the *Puget Sound Business Journal*. It has also completed the highest tier of the Marine Industry Certified Dealership (MICD) Program. As a

Five Star MICD, Lake Union has demonstrated a commitment to delivering an exceptional boat-buying experience to consumers at the retail level.

“We’re honored to become an official Lowe Boats dealer,” said Roggenbuck. “Lowe is a terrific partner, and I’m anxious to display the Lowe brand at the Seattle Boat Show, extending our categories of boats. We’re proud to offer Lake Union customers the top-quality construction, performance and value they build into every fish boat, jon boat and pontoon that bears their name.”

***For additional information about Lowe Boats, please visit [www.loweboats.com](http://www.loweboats.com).***

***To learn more about Lake Union Sea Ray, visit [www.lakeunionsearay.com](http://www.lakeunionsearay.com).***

###

***About Lowe Boats:*** For more than 45 years, Lowe Boats has been building high-value, superior quality aluminum boats. The Lowe lineup includes bass, deep-V, utility and jon boats as well as pontoons. Founded in 1971 and headquartered in Lebanon, Mo., the company’s state-of-the-art construction methods include generously sized pontoon logs, durable full-length keels and heavy-duty cross members to support higher horsepower ratings and deliver a smoother, drier ride with remarkable stability and performance. Lowe pontoons offer features and amenities to ensure on-water success to both anglers and watersports enthusiasts. The current product line is distributed around the world by a network of exceptional dealers. For more information about Lowe heritage and passion for quality, please visit [www.loweboats.com](http://www.loweboats.com). Lowe is owned by Brunswick Corporation, the largest marine manufacturer in the world.

***About Brunswick:*** Headquartered in Mettawa, Ill., Brunswick Corporation’s leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Lankhorst Taselaar, Payne’s Marine and BLA parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; and Brunswick billiards tables, accessories and game room furniture. For more information, visit [www.brunswick.com](http://www.brunswick.com).