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News
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The National Marine Manufacturers Association (NMMA) announced that Beneteau USA was a recipient of the 2011 Marine Industry CSI Awards. **This award marks the fifth consecutive year that Beneteau USA has secured this honor.**

Award recipients will be acknowledged during the 2011 International BoatBuilders' Exhibition and Conference (IBEX), taking place October 17th in Louisville, Ky.

The Marine Industry CSI Awards program honors participating manufacturers that actively measure customer satisfaction and pursue continuous improvement to better serve the customer. Award recipients achieved and maintained an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over the past year, based on information provided by customers purchasing a new boat or engine during the period between April 1, 2010 and March 31, 2011. Participating manufacturers are required to survey all new boat buyers during this period.

"As the industry has reacted to recent market realities these manufacturers have kept a keen eye on consumer satisfaction and quality," notes Terry Leitz, NMMA's director of CSI programs. "This focus will provide great dividends as value conscious consumers consider all aspects of ownership in their purchase process."

"Consistently surveying our customers to measure their satisfaction levels has been a strategic commitment of ours for years. The objective of participating in the NMMA program has always been to use this valuable information to drive ourselves towards ever higher levels of quality while exceeding the expectations of the owners of the beautiful floating dreams our Beneteau team in Marion creates." said Wayne Burdick, President. "It is a wonderful confirmation that for several years in a row Beneteau and our great dealer network are the ONLY sailboat company and dealer body that are recognized by NMMA to deliver exceptional quality of product and service."