

Parker Marine Courtenay
1605 Comox Rd
Courtenay B.C.
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FOR IMMEDIATE RELEASE

Parker Marine Courtenay is now one of the first Marine Industry Certified Dealerships in the country.

Marine Industry Dealer Certification is a new industry standards program developed in a cooperative effort by boat manufacturers, dealers, and engine builders, as part of an industry-wide effort to develop programs focused on delivering an excellent boating experience. The program provides dealers with a set of criteria designed to create continuous improvement across all departments and, in turn, develop processes for meeting and exceeding customer expectations. The criteria and business best practices address the quality of dealer sales, service, parts, follow-up, facilities, as well as employee and customer satisfaction. Criteria compliance must be verified by an independent program consultant, and dealers are reevaluated every year to ensure they continue to meet the Certification requirements.

Certification also includes a commitment to adhere to a "Consumer Bill of Rights." This document, posted in our dealership, lets Parker Marine customers know what to expect and outlines how they will be treated. It is Parker Marine commitment to our valued customers.

By achieving Certification, Parker Marine has demonstrated that we are dedicated to providing our customers with a consistent and positive experience every time they visit our dealership. Customers will know when they see the Marine Industry Certified Dealership logo in our window that we care about their boating experience from purchase to service and beyond.

In order to obtain Marine Industry Dealership Certification, Parker Marine employees had to demonstrate that we met the Certification criteria and best practice standards in the following areas:

- Customer Satisfaction Measurement
- Posting of the "Consumer Bill of Rights"
- Employee Satisfaction and Development
- Technical Training
- Maintaining a facility that is competitive for the marketplace
- Maintaining and improving consistent processes in all departments (Sales, Service, Parts, Follow-up)

With its roots in the international quality movement, the Marine Industry Certified Dealership program applies these qualities and continuous improvement principles to retailing in the recreational boating industry. Boaters can expect to have the best experience at a Marine Industry Certified Dealership.

FOR MORE INFORMATION CONTACT:

Rob Parker
President

Enclosure: Parker Marine logo sheet
Marine Industry Certified Dealer Logo sheet