



**GRADY-WHITE BOATS**

Exceptional attention to detail.

Local Grady-White Dealership Receives 2020 Admiral's Circle Award

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FOR FURTHER INFORMATION, CONTACT:

Mariah Mordecai, [mmordecai@gradywhite.com](mailto:mmordecai@gradywhite.com), 252-752-2111 (ext 274)

Grady-White Boats, P.O. Box 1527, Greenville, NC 27835

**Grady-White Boats Recognizes Success of Boats Incorporated with Prestigious Admiral's Circle Award for Model Year 2020**

GREENVILLE, NC: Grady-White Boats is proud to announce Boats Incorporated of Niantic, CT, has been awarded membership in the Grady-White Boats Admiral's Circle for model year 2020, in recognition of exceptional achievement in both sales and customer service.

The Admiral's Circle Award is reserved for the dealerships in the Grady-White network that have achieved the top tier in retail sales, and simultaneously provided world-class customer service to their customers for the model year. This is the 22<sup>nd</sup> year that Boats Incorporated has earned this special honor.

“Boats Incorporated has shown their dedication to their customers by demonstrating exceptional attention to detail in all aspects of the sales and service experience,” stated Joey Weller, Grady-White's Vice President of Sales. “Grady-White is very pleased and honored to have Boats Incorporated representing our brand. Their expertise in our fine products along with providing incredible service for their customers sets a standard that other dealers strive to replicate.” said Weller.

Founded in 1959, Grady-White Boats builds 26 models from 18 to 45 feet at its 500,000 sq. ft. facility in Greenville, NC and has been manufacturing a variety of versatile, premium, high-quality sportfishing and coastal family boats for over 60 years. The company has been under continuous private ownership since 1968 by Eddie Smith, NMMA Hall of Fame member. Grady-White has been awarded every third-party customer satisfaction award ever presented in the marine industry, including the National Marine Manufacturers Association Customer Satisfaction Index award for all 18 years the recognition has been granted. The company was awarded Highest Ranked Customer Satisfaction in the Coastal Fishing boats segment by J.D Power Associates for all eight years that studies were conducted in the marine industry. Learn more at [www.gradywhite.com](http://www.gradywhite.com).

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