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## **Mercury Marine broadens distribution channels in Latin America**

**MANAGUA, NICARAGUA (June 27, 2017)** – Mercury Marine’s distribution and reach in Latin America has expanded with the new partnership between retailer El Gallo más Gallo stores and Mercury dealer Casa Cross. El Gallo más Gallo has more than 80 retail stores in Nicaragua, giving Mercury additional presence in the country.

Mercury Marine's product portfolio is currently available in areas with some of the highest economic fishing activity such as Chinandega, El Viejo, León, Granada, Rivas, San Carlos, El Rama, Tipitapa, Diriamba, San Rafael del Sur, Puerto Cabezas and Bluefields. El Gallo más Gallo has presence in Costa Rica, Nicaragua, Honduras, El Salvador, Guatemala and Peru.

“Our goal is to innovate, and that is the reason why we chose to diversify our portfolio with this extraordinary partnership with Mercury Marine, distributed by Casa Cross”, said Omara González, brand manager, El Gallo más Gallo.

“We are offering our products at El Gallo más Gallo, the largest chain of home appliance stores in Nicaragua to deliver the best quality products with flexible payment terms,” said Marcos Lindo, regional sales manager, Mercury Marine. “Mercury Marine is the world's leading manufacturer of recreational and commercial marine propulsion systems. For close to 80 years, Mercury has delivered reliable engines and technology with superior power and torque; low emission; and low fuel consumption.”

El Gallo más Gallo offers a credit line to boaters, which is important in a country where lines of credit are more expensive and less accessible. This new partnership will make Mercury engines available in certain markets, specifically to fisherman who are unable to pay for the engine without a line of credit.”

Casa Cross has been a Mercury Marine partner in Nicaragua for over 20 years, distributing marine engines, spare parts and accessories for navigation, and providing technical services. Founded in 1946, their product lines include automobiles, motorcycles, electric generators, Mercury Marine engines and commercial fishing boats. Casa Cross has two store locations in Managua, and three additional stores in Chinandega, Estelí and Juigalpa.

**About Mercury Marine**

Headquartered in Fond du Lac, Wis., Mercury Marine is the world's leading manufacturer of recreational marine propulsion engines. A \$2 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications, empowering boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. Mercury's industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land 'N Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at [mercurymarine.com](http://mercurymarine.com).

### **About El Gallo más Gallo**

Nicaragua's largest chain of home appliance stores, El Gallo más Gallo, is a constantly dynamic company. Since its beginnings, it has offered the best promotions, lowest prices and best payment conditions in the market. During the past 17 years it has been the pioneer in sales promotions such as: no down payment, no guarantor, up to 48 months terms, among others. Currently, El Gallo más Gallo Works with Flexi Payments, its credit platform to make credit more accessible to all Nicaraguans wherever they may be and that gives the opportunity to improve the quality of life in their households.