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## **Pleasurecraft Engine Group Ranks Highest in Customer Satisfaction with Inboard Gas Engines, Three Years In a Row**

For the third year in a row, Pleasurecraft Engine Group ranks highest in customer satisfaction for EFI inboard engines according to the 2008 J.D. Power and Associates Marine Engine Competitive Information Study<sup>SM</sup> (MECIS). This is fourth time in the past five years PCM has received the award.

The marine engine study looks at owners' responses to questions about their inboards, two- and four-stroke outboards, and stern-drives. When comparing the four engine award categories, the study showed that inboard EFI engines provide customers with the greatest satisfaction and have the best quality. PCM ranks highest quality and satisfaction among inboards and as a result, the entire marine engine industry.

PCM receives the highest score on the Engine Performance Index (EPI), which is a statistical index based on answers new engine owners report on a variety of performance and reliability questions. PCM ranks highest in six of the seven engine attributes studied. PCM's largest lead over the competition is in the reliability category, which the study shows has the most bearing on customer satisfaction. In fact, PCM owners report less than half as many problems as the competition. In regard to satisfaction with warranty and handling of claims, PCM's scores rank highest the industry. When the owners were asked if they would repurchase the same brand of engine and recommend the brand to others, Pleasurecraft scores are higher than the other propulsion systems studied.

"PCM's quality scores are the highest they've ever been," says Pleasurecraft President Chuck Thurman. "We'd like to thank our employees, our suppliers and our strong network of Premier Dealers for helping us achieve this important accomplishment year after year."

For over 30 years, Pleasurecraft Engine Group has been providing premium gasoline inboards for the marine industry. The PCM brand is dedicated to the water sports application while Crusader is the industry's premier line of gasoline inboards for the offshore and open water market. For more information, please visit [www.pleasurecraft.com](http://www.pleasurecraft.com).

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