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***J.D. Power and Associates Ranks Pleasurecraft Inboards Highest in Customer Satisfaction***

According to the 2003 J.D. Power and Associates Marine Engine Competitive Information Study (MECIS), Pleasurecraft Engine Group receives the highest marks in customer satisfaction among the gas inboards ranked. The company's PCM division, which is devoted to towboat power, outperforms the competition in every attribute factor of the ski/wakeboard segment, including performance, trouble-free operation and the handling of warranty claims.

According to the extensive study, PCM engines receive the highest score in the Engine Performance Index, which is based on a number of important criteria including ease of cold and hot starting, quietness, acceleration, cruising speed, cruising range and warranty coverage. PCM also has the highest overall satisfaction rating, which is a reflection of quality and customer service.

The survey asked owners about their experience with 32 engine and propulsion components and subcomponents: PCM inboards ranks highest in each and every category. When asked if they would repurchase the same brand of engine, PCM owners top the entire marine engine industry, and 88 percent of PCM owners would recommend the brand to others.

For over 25 years, PCM has been providing premium power to the water ski and wakeboard industry. As part of the Pleasurecraft Engine Group, PCM joins Crusader, the industry's premier line of cruiser and offshore gasoline inboards for 50 years, in comprising the leading manufacturer of high quality gasoline inboards in the world.