

## Mercury Marine Breaks Ground on New Industrial Design Studio to Advance Innovation, Collaboration and Community Investment

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**FOND DU LAC, Wis. (April 23, 2026)** — Mercury Marine, a division of Brunswick Corporation (NYSE: BC) and a global leader in marine propulsion, today held a groundbreaking ceremony for its new Industrial Design Studio, marking a significant investment in the future of product design, innovation, and collaboration.

The new approximately 18,000-square-foot, two-story, state-of-the-art facility is designed to support modern design and development and reflects Mercury Marine's long-term commitment to investing in its people, processes, and innovation pipeline. The new studio

brings the team together in a single, integrated environment designed to improve efficiency and foster creativity.

“Today’s groundbreaking represents an exciting advancement in how we design, collaborate, and innovate,” said John Buelow, president of Mercury Marine. “We are passionate about continuing to enhance the boating experience of customers worldwide. Uniting our Industrial Design team in one location will boost our team’s creativity, safeguard innovation, and empower us to keep providing outstanding experiences for our customers.

The Industrial Design Studio will feature advanced capabilities that support the full design process, including an advanced visualization area, a modelmaking lab, a user experience lab, and future clay-modeling capabilities. The facility will also include controlled access entry for employees and guests, second floor offices, conference rooms, and project spaces, along with capacity for future expansion as Mercury Marine’s design needs continue to evolve.

Beyond strengthening Mercury Marine’s internal capabilities, the new Industrial Design Studio represents an investment in the Fond du Lac community, reinforcing the company’s long-standing presence and commitment to the region. By expanding high skill design and engineering operations locally, Mercury Marine continues to support job growth, attract top talent to the area, and contribute to a strong, innovation driven local economy.

Construction of the Industrial Design Studio is expected to be completed by January 2027.

### **About Mercury Marine**

Headquartered in Fond du Lac, Wisconsin, Mercury Marine® is the world’s leading manufacturer of recreational marine propulsion engines. A division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications. Mercury empowers boaters with products that are easy to use, extremely reliable, and backed by the most dedicated customer support in the world. The company’s industry-leading brand portfolio includes Mercury outboard engines, Mercury MerCruiser® sterndrive and inboard packages, Mercury propellers, Mercury inflatable boats, Mercury SmartCraft® electronics, Land 'N' Sea marine parts distribution and Mercury and Quicksilver® parts and oils. More information is available at [MercuryMarine.com](https://www.MercuryMarine.com).

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