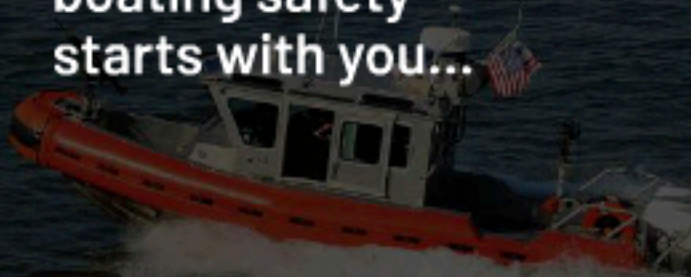


# INVESTMENT IN REPEAT BUSINESS

The Coast Guard  
would like to  
remind you that  
boating safety  
starts with you...



Last year,

# 633

Americans died while  
enjoying boating.

Sadly, most of these deaths  
were preventable.

...and as a responsible boating dealer, manufacturer or industry rep, you should always remind your customers of basic boating safety such as life jacket wear, taking an approved boating safety course, awareness of changing weather conditions, and the importance of avoiding alcohol while boating.



**KEEPING BOATERS SAFE IS NOT ONLY AN INVESTMENT IN REPEAT BUSINESS,  
IT'S THE RIGHT THING TO DO.**



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

WATCH THE VIDEO!

[www.boatingindustry.com/boatingsafety](http://www.boatingindustry.com/boatingsafety)

