



**Copher's Boat Center**  
8111 Hwy 271 South  
Fort Smith, AR 72908

Copher's Boat Center is now a Brunswick and Marine Industry Certified Dealership. We were the **first Triton dealer and the first Lowe dealer in the nation** to attain this advanced level of certification. We were also the first dealer in Arkansas or Oklahoma to attain this level of certification regardless of brands sold! This is the type of leadership that we are proud to offer our loyal customers.

The Brunswick and Marine Industry Dealer Certification programs together have created a new industry standards program developed in a cooperative effort by boat manufacturers, dealers, and engine builders, as part of an industry-wide effort to develop programs focused on delivering an excellent boating experience. The programs provide dealers with a set of criteria designed to create continuous improvement across all departments and, in turn, develop processes for meeting and exceeding customer expectations. The criteria and business best practices address the quality of dealer sales, service, parts, follow-up, facilities, as well as employee and customer satisfaction. Criteria compliance must be verified by an independent program consultant, and dealers are reevaluated every year to ensure they continue to meet the Certification requirements.

Certification also includes a commitment to adhere to a "Consumer Bill of Rights." This document, posted in our dealership, lets Copher's customers know what to expect and outlines how they will be treated. It is Copher's commitment to our valued customers.

By achieving Certification, Copher's Boat Center has demonstrated that we are dedicated to providing our customers with a consistent and positive experience every time they visit our dealership. Customers will know when they see the Brunswick Certified Dealership logo in our window that we care about their boating experience from purchase to service and beyond.

In order to obtain Certification, Copher's Boat Center employees had to demonstrate that we met the Certification criteria and best practice standards in the following areas:

- Customer Satisfaction Measurement
- Posting of the "Consumer Bill of Rights"
- Employee Satisfaction and Development
- Technical Training
- Maintaining a facility that is competitive for the marketplace
- Maintaining and improving consistent processes in all departments (Sales, Service, Parts, Follow-up)

With its roots in the international quality movement, the Brunswick and Marine Industry Certified Dealership programs apply these qualities and continuous improvement principles to retailing in the recreational boating industry. Boaters can expect to have the best experience at a Certified Dealership.