

Paris Marine is one of North America's best

BY ANITA LOCKE

Paris Marine, located south of Lakefield at 2980 Lakefield Road (former Hwy. 28), has been named one of the top 100 dealers in North America by *Boating Industry Magazine*.

The company was one of only seven Canadian dealers to be named among the elite of best marine dealers.

Deborah Paris, owner of Paris Marine, said, "At the heart of our business is a long family tradition of providing the best boating experience to our customers.

"We are proud of our team's success and being ranked among the best boat dealers in North America. Above all, we continue to strive to be the dealer of choice for families looking for the best boating experience on the water."

This award joins a host of others that the company has received over the years. Since 2000, Paris Marine has received awards from Glastron, Cobalt, Etec and others. They have also been awarded a Green Leaf Eco-Rating by the Ontario Marine Operators Association for commitment to environmental

improvement.

In 2005 and 2006, they received the "Women Making Waves National Recognition Award".

Paris Marine provides, at

no charge, boater training to women and children. These "boating basics" courses teach boating safety, trailering, launching and loading, and on-

the-water instruction with skilled and experienced driving instructors.

They are the only company in North America that offers these courses free of charge and have trained more than 250 women so far.

The Top 100 Dealers Program by *Boating Industry Magazine* is in its third year. The editorial-based awards program is designed to recognize and celebrate the best-of-the-best among marine dealers and to share best practices and benchmarking data with the entire universe of marine dealers.

Those who are ranked in the Top 100 have demonstrated high levels of customer service, high volume sales and profits, creating an atmosphere that exceeds high consumer expectations and ensuring an exceptional boating lifestyle.

Deborah's grandfather, Jack Paris, started the company in 1952. Her parents, Bill and Jan, took over in 1974, and Deborah purchased it in 2005. The company currently employs 26 people.

Paris Marine will be at the Toronto International Boat Show, which runs from January 12 to 20.



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Deborah Paris owns Paris Marine. The boat dealership is ranked in the Top 100 dealers across North America by *Boating Industry Magazine*.