



Boating Industry Association

Code of Ethics

BOATING INDUSTRY ASSOCIATION

MEMBER COMPANIES ARE PLACED IN A POSITION OF TRUST TO:

1. Act honestly and fairly in all business dealings with the consumer
2. Maintain professional courtesy and integrity at all times
3. Ensure all advertising and representations are truthful and accurate
4. At all times act in an environmentally responsible manner
5. Do all that is possible to promote safe boating and education practices
6. Render accurate, truthful and expert advice to the community
7. Strive for excellence in quality of service to customers

