



Date: May 15, 2014

Re: Mercury Marine Announces Release of All New 75-115 FourStroke Platform

Dear Mercury Partner:

Mercury Marine proudly announces the release of the all-new 75-115 FourStrokes. This new outboard platform is naturally aspirated, featuring multi-port fuel injection (EFI), and displacing an impressive 2.1 liters in an in-line 4-cylinder configuration. Despite its large, 2.1L displacement, it is still extremely compact and light, making it extremely versatile in single or twin engine applications from 16'-24'. These new models are versatile enough to ensure top performance and efficiency from the lightest technical flats skiffs to the heavier saltwater offshore hulls and pontoons.

More than anything, these new 75-115 FourStrokes are designed and positioned first and foremost to deliver on five key product "pillars":

- Cruise speed fuel efficiency
- Quickest acceleration
- Smoothest operation
- Best sound quality
- Easiest to rig and maintain

*In addition, Mercury Marine's new 115 FourStroke will be the lightest low emission 115 in the world at just 359 lbs., a full 20 lbs. lighter than our nearest FourStroke competitor!*

Because the new 75-115 FourStrokes share a similar architecture to the well proven and popular 150 FourStroke, these new models also have the added benefit of class-leading durability, making them excellent choices for not only recreational, but also commercial applications in all waters of the world. Finally, since they also have a smaller tilt arc and significantly less transom well intrusion than the prior generation Mercury FourStrokes, these new 75-115's are extremely easy to fish around and a great fit for boats with poling platforms or confined transom well areas such as pontoons.

### Category Exclusive Command Thrust Models!

As if launching a new platform of FourStrokes was not exciting enough by itself, Mercury is proud to also introduce 90 and 115 horsepower FourStrokes with the larger Command Thrust gearcase. Incorporating the larger gearcase housing from the 150 FourStroke and an all-new 2.38:1 gear ratio, **Mercury is the only company to offer true high thrust models featuring a larger gearcase housing in this horsepower range.** Another important benefit of a Command Thrust upgrade is 90-115 horsepower consumers will now have access to a comprehensive range of larger diameter Mercury V6-class propellers, including the popular Enertia series.

While some competitors market high thrust models strictly toward pontoon applications, Mercury's new Command Thrust models are stretching the boundaries of conventional thinking by applying this logic to other boat types and applications with great success. Mercury's testing indicates Command Thrust models can significantly improve performance and drivability on certain fish boats and runabouts.





## **Counter Rotating 115 Command Thrust Model for Twin Engine Applications!**

To extend the advantages of Command Thrust to dual engine saltwater applications, Mercury will introduce a left-hand rotation (counter-rotating) 115 Command Thrust model. Combined with the large, 2.1L displacement and larger diameter propeller offering, the new 115 Command Thrust FourStrokes will deliver uncompromising boat handling, acceleration, and drivability at a very competitive price. This will help bring the exciting world of offshore fishing to a wider range of consumers without sacrificing the safety and redundancy dual engines provide when heading miles offshore.

To help you familiarize yourselves with this exciting new platform, please find enclosed with this letter the following:

1. Customer Information Sheet with full specifications and key feature-benefits.
2. 2014 Program Year pricing effective through June 30, 2014
3. Accessories and Rigging Guide

Note that the 75-115 FourStrokes will be price protected for the remainder of the 2014 Program Year in order to facilitate any orders that will need to be converted to these new models. This means the new FourStrokes (standard gearcase models only) will be priced equivalent to the respective FourStroke models they are replacing. Command Thrust models are priced at a modest \$300 upcharge at base price to their respective standard gearcase models.

## **The new 75-115 FourStrokes will start to ship on Thursday, May 15, 2014, in time for the 2015 Program Year rollover!**

We hope you are as excited about this important new product offering as we are, and we look forward to working together with you to deliver added customer value and profitability to your businesses. Please contact your Mercury Marine Business Development Manager with any questions. Thank you for your continued partnership and business.

Sincerely,

A handwritten signature in black ink, appearing to read 'Randy Caruana', followed by a horizontal line extending to the right.

Randy Caruana  
Vice President, Sales & Marketing  
Mercury Marine

