Mercury Marine wins Most Eco-Friendly Marine Business Award

Mercury Honored for Diesel TDI 4.2L Engine

Shanghai (April 22, 2014) – Mercury Marine was recently honored with the “Most Eco-Friendly Marine Business Award” at the 2014 China International Boat Show in Shanghai for its new lightweight 370hp Mercury Diesel TDI 4.2L engine. At cruise, the Mercury Diesel TDI 4.2L engine offers up to 50 percent fuel savings compared to the equivalent performance of a gasoline engine in a similar vessel. In addition, the TDI 4.2L engine is 600 pounds lighter than comparable engines.

A representative of the Asian Marine & Boating Awards said of Mercury’s win, “It might initially seem unusual that the award goes to this winner, but when an engine manufacturer produces a diesel engine that is the same weight as a petrol equivalent of the same power, the fuel savings and therefore the carbon footprint reduction is considerable.”

“Mercury prides itself on innovation and technology but also on our sustainability efforts,” said President of Global Sales and Marketing Kevin Grodzki. “This award tells us that Mercury Marine is seen globally as a company that is growing and building on our strong heritage as we look forward to a bright future.”

Mercury Marine has made great strides in realizing company-wide sustainability goals and policies. Respected as an industry leader in the development of engine technology and manufacturing processes, Mercury Marine is setting the pace and establishing new standards as the marine industry moves forward with contemporary low-emissions outboard, inboard and sterndrive marine propulsion systems.

“Every product that is made at Mercury Marine is done so with sustainability in mind,” Grodzki said. “Global energy consumption was reduced 10 percent even as production activity increased. We have also released our new Enertia propeller, which is the most eco-friendly prop in the world.”

Mercury Marine, which is celebrating its 75th Anniversary, adds the Asia award to the prestigious Wisconsin Manufacturer of the Year Award won in February.

The Asian Marine & Boating Awards honors companies in the marine industry that have excelled in the water and with sustainability efforts. The panel of judges for the award is made up of marine specialists, lifestyle media and professional yacht fans.

To keep up with the latest Mercury news and the company’s 75th anniversary events, log on to the Mercury microsite at www.mercurymarine.com/75years.

About Mercury Marine
Headquartered in Fond du Lac, Wis., Mercury Marine is the world’s leading manufacturer of recreational marine propulsion engines. A $2 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications, empowering boaters with products that are easy to use, extremely reliable and
backed by the most dedicated customer support in the world. Mercury’s industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land ’N Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at mercurymarine.com.

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