Mercury Marine Wins Business Friend of the Environment Award

Fond du Lac-based company honored for sustainability practices

PEWAUKEE, Wis. (May 14, 2014) - Mercury Marine, the world leader in marine propulsion and technology, was presented a Wisconsin Business Friend of the Environment Award on Wednesday in Pewaukee. The Business Friend of the Environment Awards highlights the actions Wisconsin companies are taking in the areas of pollution prevention, innovative technology and environmental stewardship.

"Our passion for sustainability continues to evolve, not just in our products, but in our people and our processes," said John Pfeifer, president of Mercury Marine. "We are honored to be given this award, especially as we celebrate our 75th Anniversary this year."

In April, Mercury Marine won the Most Eco-Friendly Marine Business Award at the China International Boat Show. In addition, the company has earned "Green Master" designation from the Wisconsin Sustainable Business Council the past three years, placing the Fond du Lac manufacturer among the top 20 percent of the 170 participating companies.

"It's no secret that fossil fuels power the marine industry," said Pfeifer. "Instead of being part of the problem, Mercury invests a lot of time and capital on being part of the solution."

Mercury kicked off its 75th Anniversary in 2014 by winning the Wisconsin Manufacturer of the Year award presented annually by Wisconsin Manufacturers and Commerce (WMC).

Some of Mercury's sustainable headlines in 2013 include:

- Employees recycled 24,558 pounds of electronics - an increase of 25 percent over the 2012 total.
- Mercury won the Gold Pinnacle Award from the International Festivals & Events Association in the "Best Green Program" during the 2013 Walleye Weekend Festival in Fond du Lac. The award honored the Mercury Marine Recycling Challenge. With the help of 12 participating schools, 1.2 tons of recyclable material were collected.
- Mercury introduced its one-of-a-kind Mercury Enertia ECO propeller that was designed specifically for high-horsepower outboard-powered boats. The patent pending design provides boaters a 10 percent increase in fuel economy at cruising speeds. At today's gas prices, this propeller alone will save that boater more than $550 per year, or $5,500 over 10 years.

"Mercury has successfully met the challenges of the most stringent global environmental regulations while providing the durability, reliability and performance our customers expect across a broad range of applications," Pfeifer said. "Recognizing that our suppliers play a critical role in our business by providing essential components, technology and services, we have begun an active outreach program with our suppliers to encourage their focus on sustainability."

Mercury's entire sustainability report from 2013 can be viewed at: http://www.mercurymarine.com/about/sustainability/

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.