Mercury Marine receives prestigious Good Design™ Award

FOND DU LAC, Wis. (Jan. 15, 2014) - Mercury Marine's newest Electronic Remote Control (ERC) has been selected as a 2013 Good Design award winner for new-product design.

The award came from the Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. Created in 1950, Good Design is the oldest and most prestigious design award program to recognize new consumer products designed and manufactured in Europe, Asia, Africa, North America and South America.

"The electronic remote control is the key consumer touch-point for some of Mercury's most sophisticated propulsion systems," said David Foulkes, vice president of product development, engineering and racing at Mercury Marine, "and it is vital that it is robust, intuitive and visually appealing. I'm delighted that this Mercury product has been recognized for its design excellence with such a prestigious award against competition, not just from within the marine industry but across all industries."

The ERC is the control center for Mercury's Digital Throttle & Shift (DTS), which eliminates the need for mechanical cables used for throttle and shifting while delivering instantaneous throttle response and smooth, quiet shifting, even in high-horsepower engines.

From the Electronic Remote Control a boater can trim multiple engines, control the brightness of helm station lighting, reduce control sensitivity by 50 percent for improved maneuverability and easier docking and control for up to four engines with a single lever via its single-lever mode.

Mercury Marine commissioned the ERC design from BMW Group DesignworksUSA. It is manufactured by Mercury, a division of Brunswick Corporation, in Fond du Lac, Wis.
Several thousand entries are received each year for design and innovation, sustainability, creativity, branding, ecologically responsible design, human factors, materials, technology, graphic arts, packaging, and universal design.

More than 700 new products and graphic designs were selected from 38 countries in some 30 different categories.

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.