Edson & Mack Boring/Yanmar Team Up with Repower Promotion

Edson International and Mack Boring/Yanmar have partnered through their extensive dealer networks to extend a special offer to sailboat owners looking to repower their sailboats.

Through the end of February 2012, any sailboat owner repowering their sailboat with a Yanmar diesel at a Mack Boring authorized dealer can save up to 20% on all steering related upgrades through Edson when installed at the same time as the new engine. As most sailboats being repowered are in need of helm mounted engine controls, upgrading the steering system follows a logical course of replacement of wear items on a vessel with sufficient hours to warrant repowering. Participating Mack Boring dealers can offer professional quality installation of both steering and propulsion that will allow for years of enjoyment of an older sailboat at a fraction of the cost of replacing the entire boat.

Edson's full range of sailboat steering pedestals and systems are compatible with most Yanmar diesels and the majority of Mack Boring dealers are also designated Edson Service Centers. "When people look for repowering expertise for their sailboats, Mack Boring is the go-to company for propulsion," says Edson International Sales Manager, Chuck Gilchrest. "There's no better time to gain access to the steering system on a sailboat than when the engine is removed, saving the owner hours and hours of installation labor. Combined with the substantial discount on steering parts offered by Edson, this is truly the least expensive way to modernize your steering while getting a great deal on a new Yanmar diesel."

Edson dealers not affiliated with Mack Boring can contact sales manager Scott DuBrow at Mack Boring's New Jersey headquarters for information on diesel equipment eligible for this program. Detailed lists of sailboat parts eligible for installation under the program can be found at Edsonmarine.com or by phone.

Edson International, founded in 1859, manufactures an extensive line of marine steering systems and accessories, boat davits, electronics towers & mounts and marine pumps for sail and powerboats.