



**MERCURY** GO BOLDLY.®

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10 REASONS TO BELIEVE

1

A LEGACY OF BOLD



## Bold is who we are

Soon after Carl Kiekhaefer left his Wisconsin family farm in 1939, founded Mercury Marine® and changed the course of the boating industry forever, Mercury® was recognized as a powerful leader in the marine industry – a position strengthened by each ensuing Mercury innovation. Today, Mercury's heritage is rich with success born from a culture of knowledge, commitment and uncompromising standards, and bold has always been the unifying factor in the decisions and actions that led us to become the leader in marine propulsion. Bold not only drives us to produce extremely reliable engines with exceptional performance, it leads us to invent our own alloys, to design the most innovative controls and rigging, to create experience-enhancing propellers, and to offer the finest marine parts and accessories.

But above all else, bold is our commitment to deliver confidence, enjoyment and the greatest experiences on the water.

*Welcome to Mercury, where bold is who we are.*

A blue ink signature of John Pfeifer.

John Pfeifer  
President, Mercury Marine



## We create our own alloys to build the best engines

Engines are only as good as the materials they're made of and the people who make them, and our engines are made of the best of both. To ensure our engines stand up to highly demanding and corrosive environments, we utilize only the highest-quality performance materials. We create our fabrication processes and, over the last 10 years, Mercury has invented and patented more cast aluminum alloys than anyone else in the marine industry. We will stop at nothing to deliver products that deliver the best boating experiences.

# 2

MARINE - GRADE ALUMINUM



## 3

## EXTREME TESTING



# Test, test and test again

## Smooth & Quiet

Many boaters see water as their Xanadu – a place of peace, contentment and tranquility. What they don't hear on the water is just as important as what they do hear. That's why we built the only marine-specific hemi-anechoic chamber (that's engineering-speak for a nearly echo-free acoustic chamber with a ceiling and walls that absorb sound and a floor built over water that reflects sound) in order to produce conditions similar to being out on the water without anyone or anything around. Our scientifically created Xanadu enables us to develop sounds you'll want to hear – and nothing you don't want to hear.



## Durability & Reliability

Inside Mercury's Indoor Test Center our engines constantly prove they meet our demanding reliability and durability standards. Running 24 hours a day, seven days a week, this highly controlled, closed system ensures that test hours accumulate at a rate faster than traditional endurance testing would allow – because we can't drive a boat 24/7 across a lake at wide open throttle – guaranteeing we exceed all expectations. An example of our indoor tests is a unique "log strike" simulator that provides information that's invaluable in our efforts to build the safest engines on the water.

## Torque & Versatility

Dynamometers measure an engine's power and torque, and our "dyno cells" allow us to record up to 500 channels of data and conduct testing in controlled situations that mimic environments around the globe. Ultimately, this means we analyze every aspect of the engine in every possible running condition in incredible, meaningful detail. The end result is a better engine on your boat.

## Tested & Proven

The best way to confirm that our planning, engineering and software are successful is to get our products out on the water. Using our fleet of more than 100 boats, we take Mercury products to varied – and sometimes extreme – environments to put them through a slew of demanding on-water tests. That includes conditions so cold we sometimes have to break the ice to get started. We're also semi-famous for "wave jumping" on unpredictable Lake Michigan and at our X-Site test center in northern Florida to measure engine stress. For decades Mercury conducted secret tests on its famous "Lake X" in central Florida, which was recently reactivated to help introduce Mercury's newest lineup of outboards. Testing and proving are what we do.

# Quality is everything when everything is quality

We have an image to uphold and a reputation we're proud of, but ultimately we're focused on creating wonderful, stress-free boating experiences, and that begins with total commitment to quality. Our ability to unite the highest-quality products with the best technologies leads us to continually assess our manufacturing processes, products and practices. We're on a never-ending mission to alleviate problems before they can occur, and to constantly improve the reliability, performance and durability of all our products. To us, excellent quality is the starting point, not a special feature. Based on customer feedback, market research, and best engineering practices, Mercury is a clear leader in quality, reliability and performance.

# 4

COMMITMENT TO QUALITY



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INNOVATIVE & VERSATILE ENGINES

# Speaking of quality

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**VERADO**

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**FOURSTROKE**

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**PRO XS**

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**SEAPRO**

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**MERCUISER**

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**DIESEL**

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**VERADO** / 175 - 350HP

## Ultimate performance meets ultimate refinement

### Mercury Verado®

True greatness believes it can always be greater. It doesn't settle. There is no finish line. It is an ever-evolving work in progress. But it can always show you how far it has come. This is Verado – amazingly quiet and smooth, exhilaratingly quick out of the hole, fast, fuel-efficient and powerful. It's the most refined outboard in history, and it's created for those who settle for nothing but the best. Verado surpasses existing standards on its way to establishing new levels of greatness, then aspires to achieve even more.

[MercuryMarine.com/Verado](http://MercuryMarine.com/Verado)

**FOURSTROKE** / 2.5 - 225HP

## Fast, reliable and fuel efficient – no compromises

### Mercury® FourStroke

If you demand absolute confidence in your outboard, look no further than Mercury FourStrokes. In addition to world-class reliability, they're light and compact with awesome performance and pleasing fuel-efficiency. Mercury FourStrokes feature:

- Technically advanced, consumer-focused designs
- Easy-to-use controls and intuitive maintenance for an improved ownership experience
- Precise fuel-delivery systems that produce awesome performance and fuel efficiency
- A broad product portfolio that provides more consumer options and flexibility

Mercury FourStroke is high-tech without high stress. It's the answer to worry-free boating from a powerful and reliable engine.

[MercuryMarine.com/FourStroke](http://MercuryMarine.com/FourStroke)

PRO XS

115 - 250HP

# Outrun everything

## Mercury Pro XS®

Throughout our lives we are taught to stay inside the lines. Follow the rules. Blend in. Slow down. But living among us are some who ignore the rules, who always go fast, who never blend in and don't even see the lines. For those boaters there is Pro XS, which has won more bass fishing tournaments – where speed is king – than any other brand. Pro XS boasts best-in-class speed and fuel economy at wide-open throttle, and is the smallest and lightest outboard in its class. Pro XS delivers heavyweight power from the lightweight physique of a world-class athlete. Whether you need to get to the fish first, or you simply crave the “thrill of velocity,” Pro XS will get you where you want to be.

[MercuryMarine.com/ProXS](http://MercuryMarine.com/ProXS)

SEAPRO 15 - 200HP

# When durability and reliability matter most

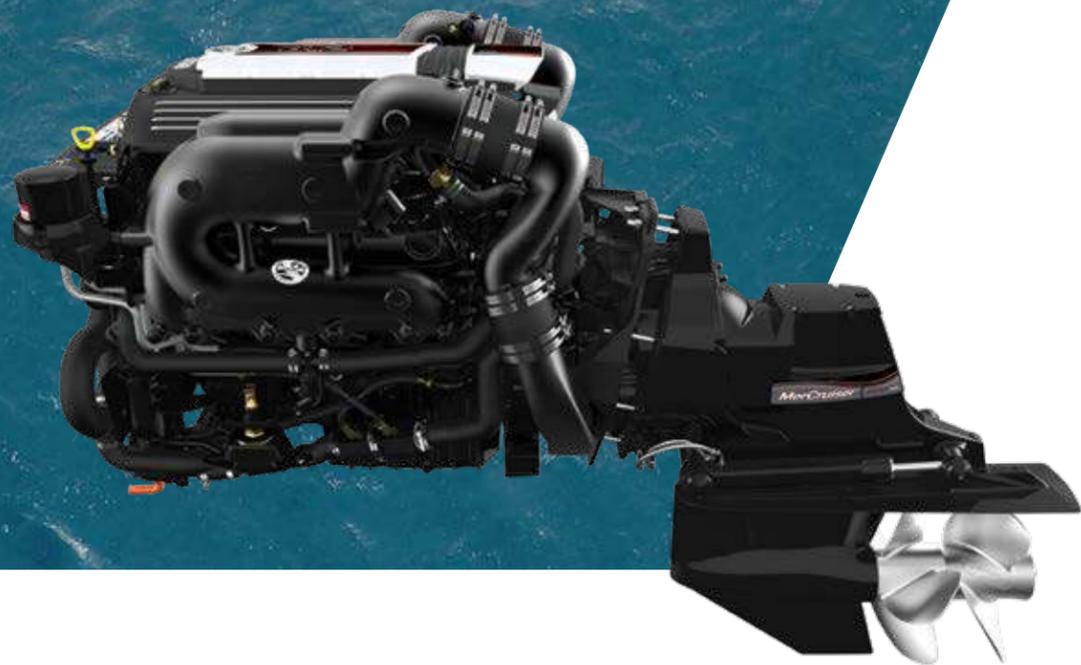
## Mercury SeaPro®

Not all boaters spend their helm time chasing tarpon or cruising moonlit bays. Some boaters work on the water every day and require outboards that can handle rough assignments – the kind of assignments that demand strength, stamina and tools that stand up to the greatest challenges life on the water can dish out. That's the kind of durability and reliability we build into SeaPro engines. Crafted to have “tougher than tough” durability and “keep on running” reliability, it's an engine that will always do its job so you can do yours. Yet it's small and light and gets the best fuel economy at cruise in its class. When you have a job to do, rely on SeaPro.

[MercuryMarine.com/SeaPro](http://MercuryMarine.com/SeaPro)

MERCUISER

200-430HP



## Tow Sports: Enjoy the ride!

### Mercury MerCruiser® Tow Sport Inboards

Wakeboarding, skiing and wake surfing are easier, quieter and more awesome thanks to technology that reduces operating and maintenance costs with smooth, quiet and steady idling; instant throttle response; increased fuel efficiency; and consistent, strong torque. Smart Tow® lets you create a custom launch profile for each skier, tuber, wake boarder and wake surfer, resulting in a perfect launch and consistent speed every time. Joystick Piloting for Inboards simplifies maneuvering at the docks and picking up riders after a run for a better day on the water.

[MercuryMarine.com/TowSports](http://MercuryMarine.com/TowSports)



## Everything you need... and nothing you don't

### Mercury MerCruiser® Sterndrives

MerCruiser sterndrives are purpose-built specifically for marine use, delivering increased power and acceleration compared to other alternatives that use marinized automotive engines. Engineered with new innovative features and state-of-the-art technology, the purpose-built sterndrive platforms offer a perfect balance of power, easy maintenance, superior protection against corrosion and a quiet, pleasurable ride. Adaptive Speed Control delivers consistent performance by automatically maintaining a set rpm regardless of load or condition changes, such as maintaining speed in a turn.

[MercuryMarine.com/Sterndrives](http://MercuryMarine.com/Sterndrives)

DIESEL

115-550HP



## Exceptional performance, easy to own

### Mercury® Diesel

Mercury Diesel's line of Tier3-compliant engines – perfect for recreational and light-duty commercial vessels – utilize common rail direct injection technology to deliver exceptional performance and durability. They provide optional functionality for Joystick Piloting for sterndrives, inboards and pods, and are designed for easy ownership supported by a comprehensive global service network. Mercury's V-6 and V-8 diesel engines are the lightest in their class, and the 6.7L engines are factory-backed by a three-year limited warranty.

[MercuryMarine.com/Diesel](http://MercuryMarine.com/Diesel)

In 2017, Mercury expanded its diesel line to include a 6.7L Tier3-compliant midrange family that delivers exceptional performance, acceleration and top speed. The 6.7L (480hp – 550hp) is designed for recreational sport yachts, and boasts 20 percent greater acceleration and top speed than the competition in addition to great fuel efficiency.



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PREMIUM PROPELLERS



## Perfecting propulsion



### Mercury Propellers®

Mercury propellers are produced by an engineering crew with more than 160 years of combined experience and a manufacturing team dedicated to perfection. Mercury uses proprietary and patented metals to design and build propellers for best-in-class performance and fuel-efficiency improvements. Mercury recently introduced a four-blade propeller that generates enough lift to outrun its three-blade counterparts, and a hub system that significantly decreases shift noise and vibration for a better boating experience. Prop selection can impact virtually every aspect of your boat's performance, and Mercury has a solution for every propeller challenge. It's no wonder you see Mercury propellers on boats of all engine brands.

[MercuryMarine.com/Propellers](https://MercuryMarine.com/Propellers)



Boldly do  
what makes  
you happy

### Mercury Controls & Rigging

Selecting the best engine for your boat is the first step: Adding the appropriate controls and rigging not only makes boating easier, it delivers the best experience your boat and engine can provide. Controls and rigging are the displays you read and the instruments you use to start, stop, go and maneuver – everything that puts control of your boat in your hands. Mercury's controls and rigging are integral elements of the "connected Mercury system" that extends past our core products to deliver aesthetically pleasing, technologically advanced, and user-friendly prop-to-helm solutions.

[MercuryMarine.com/SmartCraft](https://MercuryMarine.com/SmartCraft)



INTUITIVE DESIGNS

8

HIGHEST QUALITY PARTS



# Delivering on details

## Mercury Precision Parts®

Craftsmanship sets the tone for your vessel, and even the smallest details can be critical. That's why we're committed to providing parts and accessories that are accessible, highest quality and worthy of our name and your boat and engine. Mercury parts and accessories are designed and built to deliver a safe, boldly confident and wonderful experience on the water.



[MercuryMarine.com/Parts](https://MercuryMarine.com/Parts)

## Mercury Precision Lubricants®

When it comes to protecting your engine, trust the people who made it. Mercury oils and lubricants are specially formulated and tested to help your engine deliver optimal performance, resulting in a better boating experience. Mercury oils and lubricants meet the demands of all marine environments, and they meet the high standards Mercury Marine sets for all its products.

[MercuryMarine.com/Oils](https://MercuryMarine.com/Oils)

## 9

## CONSCIENTIOUS STEWARDSHIP

*Sharklab staff members and students from Florida Southern College work together on a blacktip shark in the Bahamas.*

## Supporting our world

### Bimini Sharklab

For more than a quarter-century, the Bimini Biological Field Station in the Bahamas – better known as “Sharklab” – has conducted scientific studies of endangered sharks and rays that swim in the mangrove-lined interior and coastal waters of North and South Bimini Islands about 50 miles east of Miami.

Nearly two dozen people live and work at Sharklab, an outpost designed to look and function like a scientific research vessel, complete with sleeping quarters lined with bunks. Most of their time is spent on Sharklab’s fleet of nine Mercury-powered boats, catching and tagging sharks, then releasing them so scientists can follow and record their movements. Understanding the activities of these sharks allows the team to

predict the movements of animals that need to be protected. The process helps Sharklab develop important conservation strategies.

The Sharklab team uses its smaller boats, which include three 16-foot skiffs with 40hp Mercury engines and two 17-foot skiffs powered by 50hp and 60hp Mercury outboards, respectively, to set gill nets to catch juvenile lemon sharks in Bimini’s shallow streams and lagoons. The quiet operation of the outboards is imperative to the lab’s research.

“If they were loud it would probably scare away the sharks and other marine life,” said Andrew Knott, Sharklab’s assistant manager, adding that he finds the Mercury SeaPro engines on some of the boats to be exceptionally quiet and highly fuel-efficient.

“Those are really good for what we do,” he said.

Sharklab’s larger boats include two 20-foot center consoles and a 21-foot tri-hull, each with a 115hp Mercury outboard; and a 22-foot catamaran with twin 115hp Mercury engines. The team uses these boats to seek out larger sharks in the deeper ocean waters off the islands.

While virtually all Sharklab research is conducted on boats, there are no boat service or repair options on the remote island, so it’s crucial that the team can rely with confidence on the engines that power their boats.

[MercuryMarine.com/Sharklab](https://MercuryMarine.com/Sharklab)

# We go boldly in everything we do.

In our sketches.  
In our labs.  
In our castings, machine shops  
and aspirations.

We eat, breathe, and live boldly. And we  
do it all for you. So you can go faster.  
Farther. Bolder. So no matter what your  
day puts in front of you, our engines are  
always ready to push you toward your  
dreams and take you on the greatest  
experiences of your life.

# 10

WE'RE BEHIND YOU





[MercuryMarine.com](http://MercuryMarine.com)

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