



THE WAVE

INFORMATION FOR AND ABOUT MERCURY MARINE EMPLOYEES

JULY 2022

Mercury Marine introduces new 25 and 30hp FourStroke outboards

Who knew a three-cylinder outboard could be this light and so advanced?

Mercury Marine announced the next generation of 25 and 30hp four-stroke outboards — engineered from the ground up to be lighter, faster and easier to operate and maintain. These outboards feature a three-cylinder 500cc powerhead with electronic fuel injection. For the first time, electric-start models in 25 and 30hp come standard with Mercury SmartCraft® digital technologies, allowing boaters to connect to the most advanced digital gauges in the industry and to mobile devices through VesselView Mobile®.

“Mercury’s new 25 and 30hp platform brings new capabilities and a better consumer experience to a wide variety of recreational and commercial boats,” said Chris Drees, Mercury Marine president. “In addition to being lighter, faster and quieter, the new engines in this lineup deliver what boaters have asked for with exciting new options like digital technologies and an ergonomically positioned tiller handle.”

According to Jim Hergert, senior category manager, the new engines reflect the company’s commitment to customer-centric engineering and design. “This is a great example of how Mercury applies advanced technology to better meet the needs of all boaters who rely on our products. These new 25 and 30hp outboards feature sophisticated designs,

some of the latest SmartCraft features and greater flexibility to suit a broad array of boating applications,” he said.

Starting at just 133 pounds (60 kilograms), these new three-cylinder engines are 16% lighter than the previous generation and offer class-leading fuel economy. The outboards come in 25 and 30hp FourStroke, 25hp SeaPro™ and 25hp ProKicker™ models.

The updated 25 and 30hp FourStroke and newly introduced 25hp SeaPro models are ideal for 11- to 16-foot v-bottom utility and aluminum jon boats, inflatable boats and 11- to 13-foot composite and fiberglass micro-skiffs. Additionally, the introduction of a 25hp ProKicker addresses demand for

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25 and 30hp outboards ... continued from front cover

better trolling control for larger boats in the 26- to 39-foot range operating in rough waters and winds commonly encountered along the Pacific Northwest and Alaska coasts.

Engines in the platform are available with electric or manual start, tiller or remote controls, and manual, gas-assist or power trim. Tiller models are equipped with an award-winning, nearly 23-inch, ergonomically designed tiller handle that has settings for right- or left-handed operation. The handle adjusts horizontally, vertically and in various positions to accommodate a broad assortment of boat types and boater preferences.

A jet-propulsion version will be available later in the year.

Boaters will also enjoy the platform's ease of maintenance and the option for total vessel integration with SmartCraft technologies. "SmartCraft gauges provide vital engine data at a push of a button, and anglers can dial in their trolling speed in 10 rpm increments with the Troll Control function," Hergert said.



Mercury Marine Brazil makes list of top 150 best companies at which to work

Leaders at the Mercury Marine offices in Brazil on July 5 announced that their operation had earned its place on the Brazil list of top 150 National Best Companies to Work, a ranking by Great Place to Work (GPTW), a global authority on workplace culture. The Mercury Brazil operation earned the ranking in the Small category for 2022.

This distinguished ranking named the 150 best Brazilian companies out of the 630 companies already certified by GPTW. Earlier this year, GPTW had distinguished those 630 companies as having the best workplace culture and offering workers the best work experiences among the many thousands of small companies spread all over Brazil.

The Mercury Brazil office issued a statement in response to the news: "This achievement is an important step in our journey to improve the work environment, which began four years ago and involves the efforts of all our leaders and employees. From employees' sincere feedback to

engagement and determination to make changes, we continue to build together a healthy space, motivating professional and

personal growth. And this trajectory does not end here: we continue with continuous and long-term sustainable improvements."

**Melhores
Empresas para
Trabalhar™
Pequenas Empresas**

**Great
Place
To
Work®**

**BRASIL
2022**

Mercury Marine partners with Alliant Energy to build solar array in eastern Fond du Lac County

Mercury Marine on July 26 announced a partnership with Alliant Energy to build a 5-megawatt, 32-acre solar array in eastern Fond du Lac County to advance the company’s sustainability initiatives and the region’s growing commitment to renewable energy. The project will include more than 12,000 solar panels generating enough electricity to power approximately 1,300 typical U.S. homes annually.

The Ledgeview Solar Project, pending review and approval by the Public Service Commission of Wisconsin in the coming months, is the first to be developed under Alliant Energy’s Renewable Energy Partner program. The project will offset 10% of the company’s electricity use in Fond du Lac.

“This solar project is good for Mercury, the Fond du Lac community and the environment,” said Chris Drees, Mercury Marine president. “Our investment in this solar infrastructure, combined with our other solar investments, will provide clean, renewable energy and propel us toward our goal to derive 50% of our electricity usage from renewable sources by the end of 2030.”

The array will be located on a privately owned working sheep farm. The solar structures will coexist with the current four-legged residents, who will serve as groundskeepers of sorts by grazing and keeping the grasses surrounding the solar panels in check.

Construction on the project is anticipated to start in spring 2023 with operation to begin in October 2023. The project is being developed and constructed by OneEnergy Renewables, which has a regional office in Madison, Wisconsin.

This is the latest in a series of investments by Mercury to embrace emissions-free energy, both at home and around the globe.

In January 2021, Mercury made fully operational a rooftop array of 320 photovoltaic solar panels at its Fond du Lac world headquarters. The array was Mercury’s first in the U.S. and is generating enough power to light a warehouse operation on the Fond du Lac campus for the next 30 years.

Mercury launched its first solar project in 2017 with the installation of a 2,000-panel



Photo at top: This image provided by Alliant Energy shows a sample of the type of photovoltaic panels that the project will entail. *Photo above:* The solar array will be situated on a working sheep farm. The livestock’s grazing will keep the grasses surrounding the panels from growing too long.

array at the company’s European headquarters in Petit-Rechain, Belgium. That solar array, combined with improved insulation at the location, reduces the amount of electricity the facility draws from the grid by 33%.

Alliant Energy’s Renewable Energy Partner program helps commercial and industrial customers achieve their sustainability goals. Mercury will directly benefit from the generation of renewable electricity without having to commit

resources to the planning, development and operation of the project.

“Alliant Energy is proud to assist Mercury Marine as it undertakes this transformative clean-energy initiative,” said Barbara Tormaschy, senior vice president of sustainability and regulatory strategy for Alliant Energy. “The Renewable Energy Partner program ensures our commercial customers can offset their energy use with safe, reliable and clean electricity for decades to come.”

Recent retiree takes home prestigious award honoring his career in chemical coatings

A month after his May retirement from his 27-year career as a manufacturing engineer in Mercury Marine paint and chemical-coating operations, Matt Diker learned that the professional association in which he had been active for 35 years was honoring him with a top award.

Each year, the Chemical Coatings Association International (CCAI) recognizes its top members in categories representing both users of coating technologies and suppliers of coating materials. In June, CCAI named Diker as its Wisconsin Chapter's User of the Year. The award honors Diker's service to the association and the chemical-coatings profession at large.

In addition to having served on his chapter's board and as its president, Diker has played an active role in helping to organize and execute numerous chapter activities aimed at providing training and education to chemical-coatings professionals and inspiring youth with scholarships and information on pursuing a career in this trade.

Diker also organized tours of Mercury paint operations for members and recruited other professionals in his field to join the association.

For Diker, giving back to his profession through his involvement in CCAI was a natural extension of the ongoing knowledge and experience he gained through his career at Mercury.

"My work at Mercury allowed me to do many different things that made an impact on the organization. I was part of the team that selected the painter for Verado cowlings, and that supplier has now become one of our major suppliers. I also was able to work on several capital improvement projects that have changed the landscape of the plant," he said.

Diker added that he is particularly proud of his participation in decisions to make the company's painting and coating techniques more environmentally friendly and sustainable. "I am most proud of our switch to powder coatings, which reduced the amount of solvent used in our plant and subsequently emitted into the air. We have also achieved reductions in the amount of water we use in our wash processes. But, well before those initiatives, we had moved away from a low-solids primer to a primer that is free of hazardous air pollutants. This product would eventually be improved with a formula that contained no chrome," he said.

When he wasn't providing service on the CCAI Wisconsin Chapter board, Diker pursued a Master of Business Administration degree,



Matthew Roser (left), president of the Wisconsin chapter of CCAI, met with Diker at Mercury headquarters in Fond du Lac to personally deliver Diker's User of the Year award.

which he achieved in 2005.

Diker participated in several long-distance running events over the years, often in teams including his Mercury coworker friends. He said his most memorable of these events was the annual Ragnar Relay Race from Madison, Wisconsin, to Chicago, Illinois.

Now retired, Diker has already signed up for 5K events taking place in August and September.

He also looks forward to spending more time on the water with his wife on their Lowe tritoon powered by a 200hp Mercury outboard.

Brazil employees stretch and move to stay well

In April 2022, Mercury Brazil's HR team started an occupational health program for employees in the Rio de Janeiro office. Every Tuesday and Thursday morning, a physical education professional leads employees through an at-work gym class. The initiative, well-received by employees, is part of Mercury Brazil's pursuit of continuous improvements in employee well-being and health.



Mother Nature gives an assist to sign update in Singapore

Fresh and clean, the new look of Mercury brand standards is getting a warm reception from both internal and external audiences. Mercury continues to effect the transition to the new branding in its communications, digital and print marketing materials, product packaging and product badges, as well as in its facilities' design and signage around the globe.

In Singapore, a planned change of an overhead-door sign at the

workshop facility got a small head start from Mother Nature.

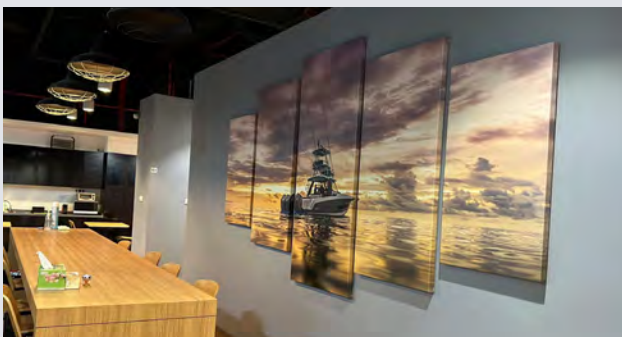
Yanisa Koh, assistant manager of Asia marketing, explained: "Serendipitously, just the weekend before the signboard was due to be changed, a great thunderstorm hit and the team came back to see that the previous foam board sign had somehow come dislodged from its holder and fell to the ground, just in time for us to change it!"



The sign above the Singapore workshop's overhead door (photo at left) was on the schedule to be updated. On the weekend before the scheduled work to replace the sign, high winds from a fierce thunderstorm pulled the sign off its mounts and deposited it against a walkway railing (center photo). Facilities workers showed up on Monday to find that the weather had accomplished the first step in the job for them.

Renovated Singapore offices welcome employees back

Mercury Marine Singapore recently got a fresh new look with new decals and photographs showing the latest Mercury engines, including the 600hp V12 Verado outboard. Many of the office's blank walls were also adorned with lifestyle photos from around the world featuring different Mercury engines on a variety of different boats.



Mercury sponsors more fishing tournaments in Brazil

This year, Mercury Brazil kicked off a program to support its dealers in sponsoring fishing events. Spanning the vast Brazilian territory, these championship events take place throughout the year. The sponsorships help to elevate the Mercury brand and guarantee Mercury's presence, even in more distant and difficult-to-access regions of the country.

In recent months, Mercury has been a sponsor of three events:

- In partnership with authorized dealer Magazine do Pescador, Mercury served as the master sponsor of the first stages of the Biggest Robalo Circuit in the state of Pará (in the northern region of Brazil).
- In partnership with authorized dealer Adventuri, Mercury sponsored the Iguaçu Sports Fishing Cup in the state of Paraná (in the southern region of the country).
- Also in partnership with Adventuri and in the same state, Mercury was a sponsor of the Guaratuba Yacht Club Annual Fishing Tournament.



Summertime break in the pandemic gives employees opportunities to connect in person



The Omicron variant of COVID-19 and its sub-variants such as the currently spreading BA.5 provide reminders that precautions against these viruses are still necessary. Effective vaccines and protocols, however, have opened the way for more in-person gatherings.

Mercury employees around the globe have taken advantage of breaks between surges of the variants to gather and re-connect after a two-year stretch of social distancing or even isolating.

EMEA

Employees working at the Petit-Rechain, Belgium, headquarters for Mercury EMEA gathered with colleagues, family members and close friends for a Family Day event at Walibu Beach Club on Sunday, May 22. During the all-day event, the nearly 500 attendees had the opportunity to go boating on the Meuse River and enjoy burgers, fries and drinks.

“All employees were happy to see each other again at such a party meant to compensate for the cancellation of two Christmas parties and after more than two years of pandemic, social distancing and mask wearing,” said Caroline Garnier, IT support specialist. “The day was filled with sun and smiles across all faces.”

The day offered several options for on-the-water experiences:

- A Sea Ray powered by a 250hp Mercury outboard piloted by the boat’s owner, Sea Ray General Manager for EMEA Hans Roelants;
- A Valiant inflatable boat powered by a 150hp Mercury outboard piloted by the boat’s owner, Technical Customer Support & Customer Satisfaction Manager Pablo Simon;
- A Brunswick-owned Uttern boat with a 250hp Mercury motor piloted by Product Specialist for Engines Philip Lescauwaeat; and
- Another inflatable boat — this one powered by a 60hp Mercury motor and piloted by the boat’s owner, now-retired warehouse employee Bruno Bouillenne.

The day’s activities included cruising, wakeboarding and water skiing.

*See “In person ...”
continued on next page*

In person ... from preceding page

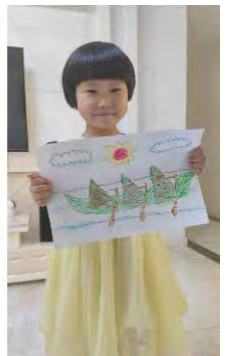
ASIA

Mercury Marine China organized a picnic in May to celebrate operations returning to normal after three months of lockdowns in Suzhou, China, precipitated by the pandemic. The team prepared a barbecue event with music and, later in the evening, a movie screening.

In early June, the Suzhou team celebrated Dragon Boat Festival and Children's Day with an exhibition of drawings created by employees' children. More than half of the facility's employees had children who participated in the activity and submitted artwork. The team provided prizes for all participants. All of the drawings are on display in the Suzhou facility's office lobby.

Employees at the Mercury facility in Singapore celebrated their return to the office in May after two years of working from home. The HR team there hung Mercury bunting and balloons to provide some cheer to the returning employees. They also distributed care packages containing healthy snacks, disinfectant and COVID-19 test kits to everyone.

The Singapore team also celebrated with a lunch gathering, giving employees an opportunity to catch up with each other after a long period of working remotely.



Canada employees celebrate safety achievements

June was a celebratory month for Mercury employees in Canada. Employees at three locations gathered at lunchtime to enjoy food, beverages and presentations in celebration of their safety accomplishments.

- **Milton:** In recognition of their Brunswick Distinguished Safety Award for Mercury Marine Plant 20, the team gathered on Tuesday, June 21.
- **Victoria:** In recognition of their Brunswick Distinguished Safety Award for Mercury Marine and Paynes Marine, the team gathered on Tuesday, June 28.
- **Langley:** In recognition of their Brunswick Award for Sustained Safety Excellence, the team gathered on Wednesday, June 29. In conjunction with this award, the team had the option to select a charity that would receive a prescribed financial donation. The group chose to donate \$3,200 to the British Columbia Children's Hospital.



Mercury pride in workmanship dates back decades and persists today

Ben Prevost, technical buyer in the Mercury procurement and supply chain division, shared this photo of his friend's Kiekhaefer Mercury outboard that provided the on-the-water propulsion for their fishing trip in Canada.

The 6hp Merc60 twin-cylinder outboard dates back to 1961.

How did it do? "This motor ran flawlessly, starting on the first pull," Prevost said. "It also endured a couple of stump and rock bumps!"

This model, known as the "Fishin' 6," introduced a tilted powerhead to properly bleed out excess fuel. The outboard also featured a weedless glide-angle design for its gearcase and midsection.

This basic design endured on various models into the 1980s, ending with the 4hp single-cylinder outboard.





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INFORMATION FOR AND ABOUT MERCURY MARINE EMPLOYEES

JUNE 2022

Mercury demonstrates commitment to headquarters' hometown through participation in Walleye Weekend activities

In 1978, the Mercury Marine National Walleye Tournament was born in Fond du Lac, Wisconsin, with hopes to build a festival around it. In the 44 years since, Mercury Marine has partnered with the local community surrounding the company's world headquarters to make Walleye Weekend a special three-day event in mid-June.

As this year's June 10-12 event attested, Walleye Weekend now lures more than 50,000 people to Lakeside Park, including more than 1,600 volunteers representing more than 45 local organizations.

The weekend festival offered family entertainment, including national, regional and local music acts; sporting events; games; food; and many other attractions. All attractions, entertainment, admission and shuttles were completely free to the public.

Mercury is a Legend Level sponsor, with a large number of employees attending, participating and/or volunteering at the event.

This year, Mercury paid for employees' registration fees to participate in the Fond du Lac Running Club's premier event, The Walleye Run/Walk, held in conjunction with and on the grounds of Walleye Weekend. Approximately 60 employees took advantage of this company benefit to enjoy either a two-mile run, a five-mile run or a three-mile walk.

Mercury employee volunteers included Tammy Witt, P&A products business development manager, who for the past eight years has headed up one of the event's four Clean Park Program groups. She and her team of roughly 16 volunteers, more than half of whom are Mercury employees, dedicated their efforts to picking up trash, including sorting recyclable items and putting them into their respective recycling streams, and cleaning park facilities during



See "Walleye Weekend" on next page



Photo top row: (Left to right) Employees Heather Zevik, Melissa Kavonius and Jean Ripley participated in the Walleye Run/Walk. Photo middle row: Employees Tammy Witt and Jerry Dix use a golf cart to haul away bags of trash and recycling they recovered as part of the Clean Park Program team. Photo above, left: Nearly 300 boats filled the park's channel each day for the morning launch and the afternoon weigh-ins. Photo above, right: Winners of the 2022 Mercury National Walleye Tournament Jon Boedeker (far left) and Brad Vetter (far right) stand aboard their newly won Mercury-powered LUND fish and ski boat with Michelle Dauchy, Mercury vice president of customer experience.

Walleye Weekend ... continued from front cover

the festival. Mercury and other event sponsors donate funds toward this service, and the volunteers direct those proceeds toward deserving charitable causes.

The Mercury National Walleye Tournament added to the festival's appeal, with the spectacle of approximately 300 competitors' boats crowding the park's channel as they lined up to launch onto Lake Winnebago on Saturday and Sunday mornings and returned in the afternoons for each day's weigh-in. Fairgoers congregated at the weigh-in station to hear the announcements and cheer for their favorite two-angler teams.

This year's action provided plenty of suspense, with only 1 pound, 5 ounces separating the first-place and third-place finishers.

The top prize package went to the team made up of Brad Vetter of Campbellsport and Jon Boedeker of Allenton, whose 10 walleyes (the competition limit) weighed in at 29 pounds, 10 ounces. The team earned the grand-prize package comprising a LUND 1875 Impact XS fish and ski boat equipped with a Mercury 150hp Pro XS outboard, a Mercury 9.9hp ProKicker outboard, a MotorGuide trolling motor, \$5,000 and 2022 championship plaques. The prize package was valued at more than \$55,000.

Mercury, LUND Boats and MotorGuide provided prizes to the top 80 teams, with a total estimated cash value of prizes exceeding \$120,000.

In all, this year's field of competitors caught 1,924 walleyes weighing a total of roughly 3,282 pounds. Billed as a catch-and-release competition with incentives to bring healthy fish to the weigh-ins, the tournament included the services of Mercury release boats. Throughout each day's weigh-in process, these boats shuttled live fish back to the lake for release into their habitat. Fisheries experts participated in the weigh-ins and deemed nearly 97% of the caught fish to be fit for return to the lake. Those fish



Photo: Jenn Michels, senior manager of eCommerce marketing, and her family (group at left) met up with Jolene Diedrich, category manager for new product development, and her family (group at right) to participate in the Run/Walk and enjoy the festival. Here, they stood in front of a sign announcing the free demo boat rides that Mercury provided.

that were not fit for return to the lake were properly processed and donated to local charities.

This year's tournament also upheld its annual custom of donating \$10 per entry to Fish America Foundation and \$15 per entry to Walleyes for Tomorrow. In 44 years, the Mercury National Walleye Tournament has donated upwards of \$500,000 to conservation projects, including efforts benefiting Lake Winnebago and the Fox and Wolf rivers watershed.

Fond du Lac resident commends Mercury for investment in the community

A Fond du Lac resident in June sent an email sharing his appreciation of some park infrastructure that Mercury helped to create. Mercury contributed to the construction of a new pier in the park not only to help facilitate the flow of hundreds of boats during the June weekend of the annual Mercury National Walleye Tournament but also to provide the community with another platform for enjoying the park's canals.

Below are the resident's observations, with a photo he provided at right:

Almost every day on my way home I slow down my life by driving through Lakeside Park and enjoy all its beauty. Every day I see many people sitting, fishing or walking on the pier that Mercury Marine helped the city put in the park. It is a

majestically large pier in the park located right in the middle of it all. I've seen young, old, disabled of all walks of life using the pier. Recently I saw a group of ten boys about 12-13 years old sitting and talking about life's things young men would talk about, all with smiles and laughing freely.

All who were involved should be proud of what has happened for what most thought would only be for the Merc National Fishing Tournament in June. Sometimes we need to think beyond what we thought the scope would be. Mercury Marine should be proud of their community involvement. I know I'm proud of being part of this.

Thank you all!!

*Best regards,
Ken Krueger*



Mercury team in Sweden commissions unique chainsaw with Mercury branding

The Mercury team in Sweden came up with a creative way to thank an employee who retired after a 35-year career with the company. The team knew Anders Dal would appreciate the gift of a new chainsaw, but they didn't stop there. They decked out the chainsaw to transform it into the one-of-a-kind "Anders Dal Pro XS Edition" featuring a Pro XS cowl and the logo badge from the venerable Black Max series of V6 outboards that Mercury produced from the mid-1970s through the early 1990s.

The application of Mercury brand imagery on a chainsaw also has an historical parallel. Beginning in 1941, Kiekhaefer Corporation, later to be named Mercury Marine, developed and produced two-operator chainsaws with air-cooled engines for the Army Corps of Engineers in support of the Allied Forces' efforts in World War II. The company earned the prestigious Army-Navy "E" Award for its production of these chainsaws and motors for other applications throughout the war.



Mercury joins effort to advance fire safety in homes

Joining forces with the American Red Cross of Wisconsin and the Fond du Lac (FDL) Fire and Rescue Department, Mercury participated in the 2022 Sound the Alarm campaign. The effort launched in May and continues to provide residents of the greater FDL area with an opportunity to receive a free smoke alarm installation in their homes and information to help them build a home fire safety plan. Red Cross volunteers and firefighters shared information on the causes of home fires, how to prevent them, what to do if a fire starts and how to create an escape plan.

"Unfortunately, home fires in this region have been on the rise," said Jim Sutton, Mercury director of safety and occupational health. "We wanted to help because we know the installation of this equipment and some simple education can help to save lives."

Home fires claim seven lives every day in the U.S. — but having working smoke alarms can cut the risk of death by half.

The campaign kicked off with a May brat fry at one of the community's fire stations to raise funds for the effort. Mercury donated some supplies and volunteers for the brat fry, and the company encouraged employees to attend.

Mercury also encouraged employees to participate in the smoke-alarm installation campaign by signing up for the free installations and guidance, by getting trained and volunteering to assist in the installations throughout the community, and/or by helping to spread the word.

Since the launch, the campaign has resulted in the installation of approximately 100 smoke alarms, with more installations scheduled for the weeks ahead.



Photo above: Jim Sutton (far left), director of safety and occupational health, joined volunteers from the American Red Cross and the FDL Fire Department at the brat fry.

Photo at left: Trained volunteers performed free smoke alarm installations and provided fire-prevention guidance.

Boys & Girls Club of Fond du Lac honors Mercury with Commitment to Kids Award

John Nicklas, director of creative services and advertising, in May received on behalf of Mercury the Commitment to Kids Award from Boys & Girls Club of Fond du Lac (BGC-FDL). The Club provides facilities, programs and guidance aimed at helping young people reach their full potential. Programming includes after-school and summer activities, and transportation and meal services.

In conferring the award, the Club thanked Nicklas and Brad Witt, Plant 17 manager, both of whom are currently officers on the Club's board and have been involved with the organization for years. The Club also cited Mercury's participation in the annual Fond du Lac Corporate Challenge, which generates proceeds to benefit the Club.

Today, Mercury and the Club are partnering on activities related to Brunswick's recently announced All Blue Planet initiative, which seeks to make on-the-water experiences available to more people, especially those who otherwise may not have an opportunity to get on a boat.

"I believe the BGC-FDL makes a big difference in kids' lives, providing a safe environment and resources that promote children's development," Nicklas said.



Matt Moses (left), advisor at Edward Jones and BGC-FDL board member, presented the award to Nicklas, who is currently the board's president.

1965 Mercury outboard saves lake outing for employee's family

Dave Hahn, Mercury construction project manager in Fond du Lac, was recently reminded of the value of having a Plan B ... and of owning an outboard manufactured by a company (Mercury, of course) that for decades has built reliable and durable engines.

When the cable on Hahn's boat lift recently snapped, he had to pull the family's main boat out of the water until the cable

could be repaired. However, thanks to a backup boat with a remarkably resilient 57-year-old outboard, the family did not lose out on time on the water.

"I fired up the old 1965 Merc 110 (9.8hp) on our 12-foot MirroCraft, and we ran that around for an all-day outing on the lake. It was lots of fun, and the old Merc started right up on two pulls, as usual!"



Mercury employee Dave Hahn (right) prepares to enjoy a day on Okauchee Lake in Waukesha County, Wisconsin, with daughter Heidi (left) and wife Ann (middle). The family was all smiles before donning their life jackets and heading out, powered by a 1965 Mercury outboard.



THE WAVE

INFORMATION FOR AND ABOUT MERCURY MARINE EMPLOYEES

MAY 2022

Mercury warns US boaters about the availability of E15 gasoline blend this summer



Boaters love summer. Especially at more northern latitudes, boating enthusiasts have waited through a long winter and fickle spring weather to finally see better boating conditions.

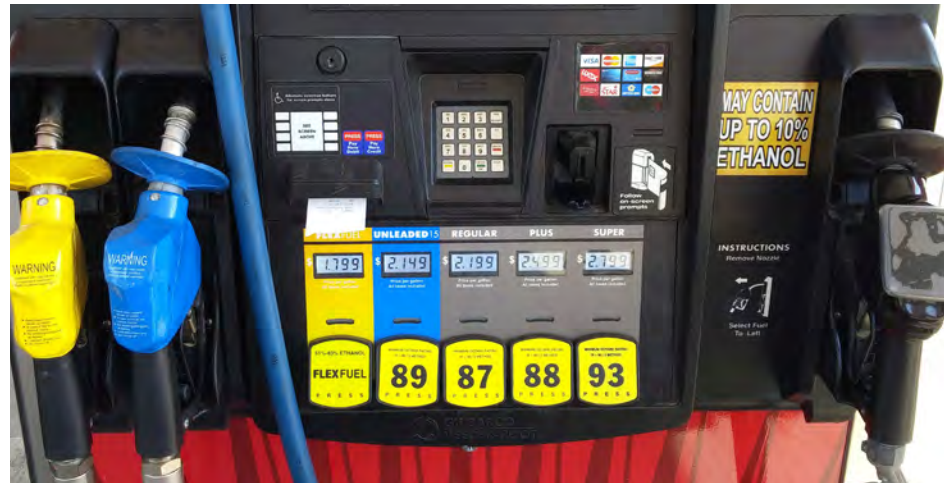
This summer in the U.S., however, boaters should be extra careful as they prepare for their outings on the water. If they don't pay close attention, a change in fuel availability could pose a risk to their boat engines and some warranty coverages.

E15 gasoline blend, a significant threat to boat engines, is usually restricted from sale during the summer months. This year, however, it will be available all year long at gas pumps across the U.S.

Mercury has been spreading the word with notices to dealers and boaters. The company also reminds employees that they, too, can help raise awareness in their interactions with the boating community.

E15 gasoline contains 15% ethanol derived from corn and, sometimes, other grains or sugars. Because it evaporates easily when the weather is sunny and hot, E15 gasoline contributes more significantly toward the development of summertime smog than petroleum-only and lower-ethanol fuels. Consequently, the Environmental Protection Agency in 2011 banned the sale of E15 during the summer.

This year, however, major global



Top image: Many boaters fill their trailered boats' gas tanks at regular automotive gas stations.

Image above: Here is an example of the risk. At this pump, the reference to the 89-octane product's 15% ethanol content is far from obvious. Here is a hint — look for the tiny "15" next to the "UNLEADED" label.

issues have led to inflation, with gasoline among the most affected products. As a countermeasure, the U.S. government announced an EPA policy waiver that lifts restrictions against the summertime sale of E15 gasoline. This fuel is priced lower than other blends and offers some financial relief to owners of the many road vehicles that are rated to run on E15.

While it might be a worthwhile alternative for some cars and trucks, E15 gasoline is not designed for marine

engines. Ethanol attracts water from the air, which in turn can wreak havoc on an internal-combustion marine engine. Problems that can be caused by too much ethanol in fuel (more than 10%) include the following:

- Corrosion of metal parts,
- Deterioration of rubber or plastic parts,
- Fuel permeation through rubber lines, and
- Starting and operating difficulties.

See "E15 at the pump" on next page

E15 at the pump ... continued from front cover

Consequently, warranty coverage on a broad array of repairs and services will become void on any Mercury engine that has been operated using fuel with an ethanol content of more than 10%.

Mercury has communicated for years about the damage ethanol can cause. But the availability of E15 at pumps this summer increases the risk of its use, whether by a boater who wants to save some money and isn't aware of the damage ethanol can cause or by a boater who knows about the dangers of ethanol but might not notice the pump's ethanol-content labels when fueling up.

The advice to boaters is simple, but important: No matter how eager you are to get out on the water, remember to slow down at the gas pump and read the ethanol-content labels, being sure to use only gasoline with ethanol content of 10% or less.



Engine dependability is key to the enjoyment of time out on the open water, and using the right fuel is an important way to help ensure consistent engine performance.

Mercury receives honor for its economic contributions to the greater Fond du Lac area

Mercury received the Wisconsin Manufacturers and Commerce (WMC) Concentrated Economic Impact Award for the company's \$5 billion annual economic impact on the greater Fond du Lac community. The award was presented to Mercury Marine President Chris Drees at WMC's annual Manufacturer of the Year Awards, held May 19 in Milwaukee.

"We are honored to receive this award from Wisconsin Manufacturers and Commerce and proud of the impact that we have had on Fond du Lac and the state of Wisconsin," Drees said. "Thanks to the support of our community, its leaders and leaders across the state, we have been able to continue to grow, and that growth has had a very positive impact."

A 2021 study released by Envision Greater Fond du Lac reported that the company's overall annual economic impact in the community surrounding its global headquarters surpasses \$5 billion. Additionally, Mercury has a total job impact of more than 11,000 jobs in the Fond du Lac community, meaning that each job at Mercury Marine supports an additional two full-time positions in Fond du Lac County.



At the May 19 Manufacturer of the Year Awards ceremony, Mercury President Chris Drees took the stage to accept the Concentrated Economic Impact Award and discuss the company's outstanding successes both in 2021 and so far through 2022.

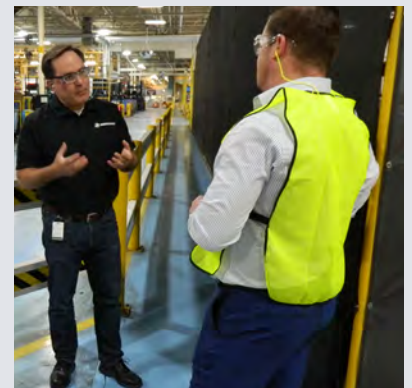
Mercury today employs more than 4,300 employees in Wisconsin, representing the majority of its global workforce of 7,800 and the most workers Mercury has ever had in its home state. With more expansion and hiring underway, the company is demonstrating sustained growth and its deep commitment to Wisconsin.

Mercury receives recognition as MOTY Award finalist

Representatives of Wisconsin Manufacturers and Commerce (WMC) and Baker Tilly, co-sponsors of the Manufacturer of the Year Awards, visited Mercury on May 16 to deliver a certificate of congratulations for Mercury's finish as one of only eight finalists for the 2021 award in the category for the largest manufacturers.

Mercury previously won the award for 2018, 2014 and 2006.

John Buelow (pictured below at left) provided a tour of Mercury machining, coating and assembly operations.



Mercury names Perissa Bailey to the position of vice president and general manager of new eSolutions division



In the company's ongoing development and pursuit of its ACES (Autonomy, Connectivity, Electrification and Shared access) capabilities, Mercury President Chris Drees on May 24 announced the hiring of Perissa Bailey as vice president and general manager of eSolutions. Bailey will assume her role with Mercury beginning May 31.

In a communication to all Mercury employees last fall, Drees foreshadowed the establishment of a new division of Mercury focusing on the future of marine propulsion. "We see a rapidly changing competitive landscape. As such, it is critical to ensure that emerging marine technologies such as electrification, fuel cells and many others have the necessary resources and focus to pave the way for Mercury's success for decades to come," Drees said.

Mercury reinforced this commitment at the Feb 16, 2022 launch of the Miami International Boat Show, creating a stir throughout the industry with the unveiling of the Avator electric outboard concept and a pledge to bring electric outboards to market before the end of 2023. Then,

in early April of this year, the Mercury Racing division announced the successful first tests of an outboard engine that the division is developing for boats to be used in a new powerboat-racing championship series featuring the exclusive use of electric propulsion.

With the appointment of Bailey, Mercury is bringing in leadership expertise specifically suited to growing the company's capabilities in the context of these emerging technologies and more.

"I'm thrilled to join the talented team at Mercury Marine and be part of shaping the future of electrification in marine propulsion," Bailey said. "Mercury is a leading brand in the marine industry with a rich history of innovation, and I look forward to leading the development of products that will revolutionize the consumer experience and inspire boaters around the world."

Bailey has an extensive background in the automotive industry, having worked the past 18 years with Ford Motor Company. In her most recent role at Ford as global technology strategy and planning director, she oversaw the global technology roadmap for Ford, which included driving the business plan for electric vehicles, developing the electric-vehicle user experience and spearheading strategies around vehicle-charging technologies, Advanced Driver Assist Systems and connected vehicles.

Additionally, she led the global electrification strategy for the Lincoln and Ford brands. She also held various roles in vehicle program management and plant supervision, and she led a range of new business model initiatives.

Bailey holds a master's degree

in computer science from Lawrence Technology University and a bachelor's degree in computer science from Central Michigan University.

In her new role at Mercury, Bailey will drive the company's electrification business and strategy — which includes product roadmaps, service, integration and go-to-market strategies — along with developing various partnerships and potential acquisitions.

In his announcement of Bailey's appointment, Drees noted that Mercury will continue to staff and align resources to this newly created division.

Photo below: Mercury will bring to market several electric outboards based on the Avator concept. Photo at bottom: A prototype electric outboard made by Mercury Racing successfully powers this electric foiling raceboat in a recent test. The motor, hidden under a traditional Mercury FourStroke cowl in this shot, is still under development.



Senior management changes affect Mercury marketing and service functions

Mercury President Chris Drees on May 25 announced the following changes to the company's senior-management team:

Mike Gyorog

After more than 40 years at Mercury Marine, Mike Gyorog, executive vice president of global service, announced his intention to retire from the company later this year.

Since joining Mercury in 1982, Gyorog has held many important leadership roles and has been instrumental in the company's growth and success during a period of significant transformation.

Before assuming his current role to which he was promoted in 2018, Gyorog held several leadership roles at Mercury, including vice president of global service and marine parts & accessories and vice president of service and parts. His many achievements include helping to drive a comprehensive service strategy as the company shifted its focus from MerCruiser and two-stroke engines to four-stroke outboard products. Mike and his teams have also been instrumental in the acquisitions of businesses that now make up the Brunswick ASG organization.



Michelle Dauchy

As Mercury continues to focus on preparations to compete into the future, Michelle Dauchy has been named vice president of customer experience.

In this new role, Dauchy will be accountable for all elements of the consumer's post-purchase experience as she leads the activities of the Mercury service organization, PORI and eCommerce teams.

Dauchy brings to this new role her experience serving as Mercury chief marketing officer since 2015. During her tenure, Dauchy was instrumental in growing the company's marketing capabilities while advancing e-commerce and strengthening the Mercury brand in the marketplace.

In her new role, her efforts to align all elements of the customer experience will enable Mercury to direct a strategic focus on the end consumer while ensuring the company does not lose focus on its channel partners.

Reporting to Dauchy will be Dale Edman, senior director of eCommerce, and Ray Atchinson, vice president of global parts and accessories. Dauchy will also lead Gyorog's the service organization. Gyorog will work closely with Dauchy over the summer to ensure a smooth transition.



Jamie Evans

The company has hired Jamie Evans as the new vice president of marketing. Evans joins Mercury after spending the past three-and-a-half years working in marketing leadership positions at Harley-Davidson, most recently as the general manager of retail sales marketing.

She will lead all aspects of the Mercury marketing organization. Her responsibilities will include ensuring that Mercury has a comprehensive global marketing strategy that adopts and builds on best practices.

Evans has more than 20 years of marketing experience in the consumer segment.

Reporting to Evans will be Gary Lancina, senior director of global marketing strategy, and his team as well as Adrian Rushforth, director of experiential enterprise marketing, and his team.

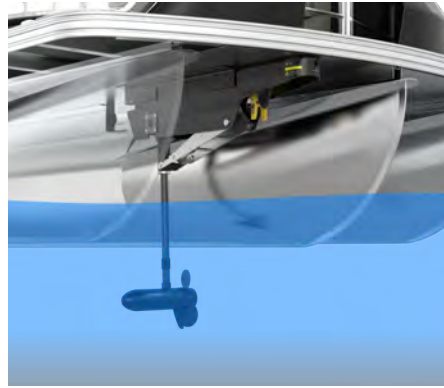


Do you have a story idea or an article to contribute to THE WAVE?

Send to dmb@mercmarine.com

If you submit an article, please include visuals — photos, illustrations, charts, graphs, etc. They will make your article even more interesting!

Boating Industry names Mercury Joystick Piloting for Outboards for Single-Engine Pontoons to its 2022 Top Products list



Each year, Boating Industry media group publishes its editors' selections of the 50 most innovative new products and services to hit the market, ranging from boat models to building components and everything in between. Many Mercury products have made this list over the years.

The 2022 list is no exception. This year, the editors assigned Mercury Joystick Piloting for Outboards (JPO) for Single-Engine Pontoons to the list. The editors praised this product for simplifying maneuvers that otherwise can be daunting for drivers of single-engine pontoon boats.

"Brunswick Corporation and its companies continue to make boating easier and more accessible to all," said Adam Quandt, editor-in-chief at Boating Industry. Brunswick brands won seven Top Products honors, the most ever for the corporation in one year.

With the Mercury JPO for Single-Engine Pontoons system, boaters driving pontoons powered by a single 175-600hp Mercury outboard with Digital Throttle & Shift (DTS) controls will enjoy the confidence of having precise 360-degree control, even in wind and current. Integrated bow and stern thrusters positioned under the deck deploy and stow as needed. Once deployed, they work in coordination with a single outboard to provide unprecedented control.

"Mercury JPO for Single-Engine Pontoons opens up new opportunities for pontoon owners to glide effortlessly into a slip or ease up to a fuel dock without worry," said Tyler Mehrl, Mercury category manager for controls and rigging. "Until now, only drivers of multi-engine boats were able to enjoy 360-degree joystick capabilities."

Dealership in Greece says thank you to Mercury for successful decades-long partnership

Mercury dealership in Greece ZOIS EFSTATHIOU is celebrating 40 years of selling and providing services for Mercury products.

The team at ZOIS EFSTATHIOU sent a plaque to Mercury EMEA headquarters with a message of gratitude colored with a recollection of some humor shared by Mercury's international president at that time, Roger Miller.

Now for a fun bit of trivia: Roger Miller is the father of Steve Miller, director of customer experience at Mercury Racing.

These days we are proudly celebrating 40 years of Mercury in Greece.

It was the end of February or beginning of March 1982 when Roger L. Miller trusted Mercury to Zois Efsthathiou.

A lot has changed in these 40 years.

People, models, technologies, economic & socio-political conditions... the list is long.

What has definitely not changed, is our belief in Mercury products and our passion for sales.

In this long journey, we have managed together to turn difficulties into challenges and problems into opportunities.

Today, after 40 years, we are trying to verify once again, what Roger Miller had said in one of his speeches, after the first year of our cooperation.

"Those guys in Greece succeeded to turn the disaster into success!"

We are honored to work with you. Thank you!



1982 - 2022



Mercury marketing department fields a large and energetic team at the first Adopt-A-Highway cleanup activity of 2022

Every few months, roughly a dozen Mercury employees and family members pick up trash along a stretch of a county highway near the company's Fond du Lac, Wisconsin, world headquarters as part of the state's Adopt-A-Highway program.

The first cleanup effort of 2022 took place May 4, a sunny and cool day with a slight breeze. According to Gregg Biever, technical writer/editor for outboard engines and the Mercury Sustainability Committee member who organizes these roadside cleanup efforts, rounding up volunteers for the May event was a no-brainer.

"A representative of the marketing department let me know in advance that the marketing staff had this cleanup covered. They wanted to make a group outing of it, and 13 members of the marketing team showed up," Biever said.

The 13 volunteers from marketing joined Gregg and two of his colleagues from the technical writing team to form a group of 16 — the largest group to tackle one of these Adopt-A-Highway cleanup efforts.

Biever welcomed the extra hands. After a long winter and early spring without a cleanup, the Mercury stretch of highway was ready for attention. "We filled 15 contractor-sized bags with trash and



recovered some large items that wouldn't fit in the bags," Biever said.

The event's success inspired Biever to proffer a challenge. "I really encourage other departments to assemble a team of volunteers for an upcoming cleanup event," Biever said. "It is time well spent with coworkers in a fun and rewarding activity."

Biever added that the group size for each effort should number no fewer than eight and no more than 20. Family members who are age 12 or older may participate.

To learn more and/or volunteer for an upcoming Adopt-A-Highway event, send an email to Biever at the following address: gregg.biever@mercmarine.com.



Mercury LAC continues to leverage the power of virtual meetings

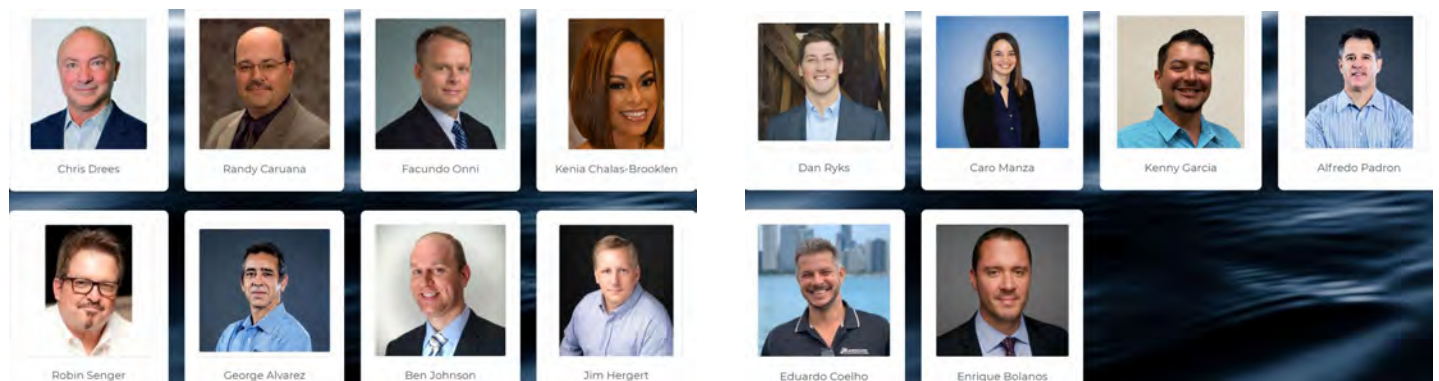
The Mercury Marine Latin America & Caribbean (LAC) division hosted its second virtual dealer meeting May 11. The event welcomed dealers from all over the LAC region, sub-dealers and Mercury employees from different parts of the world.

Facundo Onni, general manager of Mercury LAC, opened the meeting live from the Miramar, Florida office. Following Onni were a pre-recorded welcome from Mercury President Chris Drees and a live presentation from Randy Caruana, vice president of sales for the

Americas and Asia Pacific.

The four-hour event featured discussions about global demand for Mercury products, OEM expansion, increases in capacity, sales and marketing, product knowledge, technical service, Land 'N' Sea, Vessel Config, electrification and best business practices.

The LAC virtual dealer meeting concluded with its annual award ceremony, recognizing five dealers whose commitment, strategies and market share growth made an impact in the region in 2021.



Mercury Fond du Lac employees' event promotes responsible recycling and feeding the hungry



On May 11, Mercury employees conducted their third Electronics Recycling and Food Drive event since the program launched in 2018. Mercury covered the cost to properly recycle employees' unwanted electronics items in exchange for each participating employee's donation of nonperishable food items to go to a local food pantry. More than a dozen employees volunteered to accept, sort, pack and load the recycling items and food donations.

Consistent with the previous two efforts, this event drew a steady procession of employees' cars, each arriving to unload food donations and unwanted electronics for environmentally friendly recycling. By days' end, employees delivered nearly a ton of food for donation to Fondy Food Pantry and dropped off enough electronics items to fill two semi trailers.

Photo at left: Johanna Blum, Mercury HR manager, sorts laptops with help from Janek Cieszynski, regional account manager with Sadoff Iron & Metal Company, which partnered with Mercury to recycle the electronics.

Photo below: Bobby Bevineau, a full-time contract employee working with the Mercury facilities department, operated a forklift to move stacks, bins and pallet loads of electronics items.

Photo at bottom left: Clare Wettstein of Fondy Food Pantry (far right) accepts a pallet load of donated food delivered by Mercury volunteers.



Mercury Canada donation to raffle prize benefits Ducks Unlimited

With a donated 30hp outboard, Mercury Canada not only supported conservation but also made a family's summer.

Mercury and Alumarine joined forces to provide a prize package for a raffle benefiting Ducks Unlimited Canada, an organization dedicated to the preservation of the country's wetlands.

Nicole Wiens of Ontario was the lucky winner in the May 19 drawing. She said that she, her husband Markus and their two kids "will get a lot out of this boat!"



Mercury employees wear their life jackets at work in support of boating safety

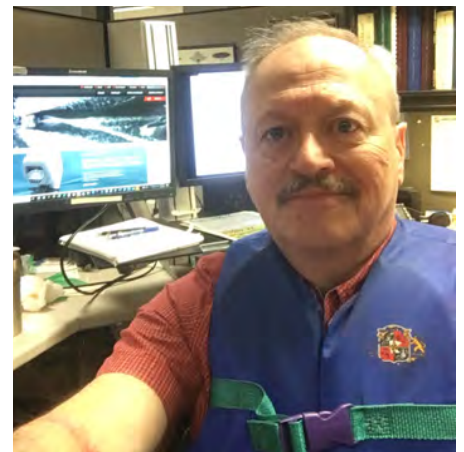
Friday, May 20 was national Wear Your Life Jacket at Work Day, an annual program promoted by the National Safe Boating Council (NSBC) that reminds boaters of the importance of wearing their safety jackets when they're on the water. The day also serves as a prelude to National Safe Boating Week, during which regular reminders about boating safety are broadcast through a variety of online and traditional media.

Mercury employees in the U.S. climbed on the bandwagon. Several took photos of themselves wearing their safety jackets at work (including while working from home) wherever they could do so

safety (some manufacturing areas don't allow accessories that have loose straps, loops, buckles, etc.).

They embraced a good cause, as greater awareness and appreciation of the need for this safety gear could save lives. U.S. Coast Guard statistics show that drowning was reported as the cause of death in four out of every five recreational boating fatalities in 2020, and 86% of those who drowned were not wearing life jackets.

The topic is heavy, but employees kept it light and had fun with the observance, as intended by the NSBC.



Top row: Left, Mitchell Dillon. Center, Pete Chisholm. Right, Alicia Bauer.

Middle row: Left, Rachel Mallow and Keith Smith. Center, Rachel Greeno. Right, Dan Mallow.

Bottom row: Left, Lori Kotnick. Right, Lanna Rydzik.



Mercury issues 2021 sustainability report citing progress toward ambitious goals

The recently released 2021 Mercury Marine Sustainability Report details the company's progress through the end of 2021 in advancing its sustainability mission around four key pillars: Energy, Environment, Product and People.

The report's 2021 sustainability highlights and accomplishments include the following:

- Earning the Corporate Energy Management award from the International Association of Energy Engineers,
- Receiving an 11th consecutive Green Masters certification from the Wisconsin

Sustainable Business Council,

- Developing a zero-direct-emissions electric outboard concept,
- Designating a second distribution center as a "zero waste to landfill" facility,
- Beginning construction of a new LEED (leadership in energy and environmental design) certified distribution center.

"Our successes show that we prioritize sustainability in everything we do, regardless of the circumstances," said Chris Drees, Mercury Marine president. "We are in a unique position to drive

more sustainable processes, minimize our environmental impact and positively affect the communities in which we live and work. Our teams across the globe have built sustainability into every aspect of how we operate, and it has become a part of our DNA."

Mercury remains on track to accomplish its sustainability goals along each of its four pillars by the year-end 2025 and 2030 deadlines established for various initiatives.

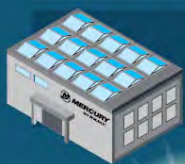
"We will continue to lead the way as we engage with partners and the communities where we do business. Mercury continues to push forward with a commitment to achieving our vision of sustainability and leading by example," Drees said.

ENERGY



Solar arrays in Belgium and the U.S., with more coming.

Modern manufacturing equipment saves energy.



50 skylights added to Juarez facilities.

1,500 new LED lighting replacements in Fond du Lac.



Modern HVAC systems conserve energy.



LED lights draw **85% less power** than incandescent lights.



Virtual power purchase agreement invests in renewable energy.

New Indiana facility will meet **LEED** certification requirements.



Belgium employees use **electric cars** for corporate travel and **electric bikes** for commuting.

ENVIRONMENT



Land 'N' Sea distribution center qualifies as "**Zero Waste to Landfill**" facility.



Fond du Lac facilities recycled **631 tons** of baled cardboard, **621 tons** of loose cardboard and **153 tons** of other loose recyclables.



More than **300** types of returnable packaging to move manufacturing components.

Juarez manufacturing facility increased total recycling by **20%**.



reused or recycled **830 tons** of scrap wood and pallets.



Suzhou, China, facility uses **leak-proof pallet bases, cofferdams and flooring materials.**



Mercury ships more than **50,000** engines in **returnable and reusable packaging.**




LED Lighting Fair saves employees **366,746 kWh** of electricity and a reduction in greenhouse-gas emissions equivalent to the operation of **54 cars each year.**




Facilities in Brazil recycle or reuse all packaging materials, the equivalent of saving **72** trees per year.

PRODUCT



V8 and V6 have lightweight design to reduce fuel consumption.

All Mercury four-stroke engines are compliant with three-star **Ultra Low Emissions** standards from CARB.



Avator electric-outboard concept offers the prospect of boating with **Zero** direct emissions.



Mercury engineers the **industry's quietest outboards** in their class.

Mercury Racing is developing an electric engine for **zero-emissions boat racing**.



V12 Verado outboard fuel-saving features include two-speed transmission, unique propeller design and sophisticated fuel-management system.



V12 600hp Verado outboard delivers **20% better fuel economy** at cruise.

PEOPLE

Approximately **3,000** technicians in Mercury training programs.

50% of assembly workers are women.

More than **20,000** employees volunteer at Habitat for Humanity project.

Numerous opportunities to **advance professional and personal growth** provided.

Hosts of **Special Olympics Truck Convoy**

39% reduction in recordable-incident rate.

Mental-health awareness training provided to employees.

Donations of feminine-hygiene products.

Cash contributions and **2,561** pounds of food donated to Fond du Lac food pantry.

450 on-site COVID-19 vaccinations administered to employees and family members.

450 On-site **flu shots provided**.

financial contributions to a community sink, a medical clinic and two cancer treatment centers.

Mercury FDL employees contribute toward record donations to the 2022 Help for the Homeless hygiene-items drive


Employees at the Fond du Lac world headquarters participated in the annual Help for the Homeless hygiene-items drive, which took place Feb. 13 through March 6. Employees filled and delivered five large collection boxes (approximately the size of a washer/dryer appliance box) full of hygiene and cleaning products to the cause.

Several organizations in the greater Fond du Lac area contribute to this drive, which supports people who are receiving services from local shelters and agencies serving individuals and families in crisis. Organizers of the event reported record donations in 2022, estimating the total value of donated goods at US\$527,000 and projecting that approximately 70,000 people would be helped.

Wisconsin employees acquire energy-saving equipment to reduce costs and help save the planet

Mercury partnered with Wisconsin's Focus on Energy (FOE) initiative in March to bring an online LED Lighting Fair to employees in the state. The online event offered discounts on LED home-lighting solutions and other energy-saving products. Employees purchased more than 5,000 products representing an estimated annual electricity savings of 337,000 kWh and a reduction in greenhouse-gas emissions equivalent to the average operation of 50 cars for one year.

FOE estimates that the cost savings represented by employees' collective purchases of LED bulbs will be approximately \$710,000 in



focus on energy®

Partnering with Wisconsin utilities

electricity costs and \$118,000 in replacement costs over the life of the LED bulbs.

Employees also purchased water-saving devices that were available at the online fair.

Mercury's product development and test sites take safety to the next level

While safety has always been a core component of Mercury's product development and testing (PD&E) sites, an event last summer at the company's Oshkosh site prompted a fresh look at equipment, procedures and practices, resulting in lessons for enhanced safety across the enterprise.

"We had a significant near miss occur on a ramp during retrieval of a boat," noted Tim Reid, vice president of product development and engineering. The incident involved a failure of the retrieval vehicle's parking brake, causing the vehicle to enter the water.

"While our employees did a tremendous job responding to the event, we also discovered several opportunities for enhancing our safety practices," Reid added.

The near miss became a catalyst to bring together a cross-functional team of technicians, managers and safety personnel to examine various aspects of launching and retrieving boats at ramps. The group members shared perspectives on the layout and construction of boat ramps, operating procedures, launch and retrieval equipment, boat trailers, emergency procedures and training. Team members from PD&E sites at Oshkosh, Panama City and Lake X as well as Mercury Racing staff collaborated to create site-specific practices that aligned with newly developed guidelines for boat-ramp safety. Team members shared and reviewed best practices among the sites.

As a result of these collaborations to identify solutions, Mercury invested in new launch equipment and ramp improvements as well as implemented more extensive safety communications to help ensure that an event like the one that occurred in 2021 won't happen again.

The PD&E test sites have a long history of focusing on their team members' safety during testing operations. "Our team routinely trains and reviews water-rescue operations," said Jeff Hager, team leader at the Mercury testing facility in Oshkosh. Hager noted that the team members' training played an important role in their effective response to the near-miss incident.

Travis Watkins, manager at the Panama City test site, stressed the value of vigilance. "We have a highly skilled team, but it's



critical that we keep safety at the forefront, as on-water conditions can change rapidly."

Both sites added special-operations rescue boats to their fleets over the past three years, representing an investment of well over \$500,000.

"These rescue boats provide our teams with the highest level of equipment available to conduct effective emergency rescue during test operations," Reid said. "While the need for rescue is extremely rare, the ability to quickly and safely respond is paramount to upholding employees' safety."

Jim Sutton, director of safety and occupational health, cites the PD&E organization's boat-ramp safety initiative as a success story. "Their drive to elevate safety is truly noteworthy. The engagement and collaboration, along with the investment in equipment, are clear demonstrations of our company's continued commitment to safety."



Top image: Mercury purchased this boat-launch vehicle in late 2021 for the Oshkosh testing site.

Middle image: The Oshkosh facility's team keeps its rescue boat in a constant state of preparedness.

Bottom image: The Panama City facility's rescue boat recently took to the water to observe engine testing.

Annual training helps Land 'N' Sea Norfolk drivers stay safe

In addition to routine remote refresher safety training, the Land 'N' Sea Norfolk location's drivers get together annually at the warehouse for a day of dedicated safety training.

This year's training event took place Feb. 21 and adopted the theme, "Don't sacrifice your safety for anyone." Topics

touched on a broad array of on-the-job activities and included the following:

- DOT hazardous materials shipping;
- personal security;
- hazard recognition;
- back safety;
- stop-work authority;
- slips, trips and falls; and

• how to deal with dogs.
Three of the drivers participated remotely via Teams.

The participants shared best practices. They also discussed hazards they encounter on the job and explored solutions that entailed process changes, the use of proper equipment or both.



Participants in this year's annual LNS Norfolk driver safety training included (left to right) Gerald White, Curtis Myers, James Lowery, Tyrone Hobbs, Richard Blackman, Lee Britt (on the TV), and Site Manager Heather Smith.

Mercury Marine facility in Palhoça wins the Brunswick 2022 Safety Leadership Award



Proudly displaying the Palhoça employees' 2022 award are (left to right) Frank Oliveira, warehouse associate; Rosinaldo Araujo, warehouse supervisor; and Renan Silva, warehouse manager.

In April, the Mercury Brazil team received news that its Palhoça location is a recipient of the Brunswick Safety Leadership Award in 2022. The team had already won the 2021 Safety Award, conferred at the 11th Annual Mercury

Safety Summit last fall, for their exemplary efforts to build safety engagement among employees.

With this new achievement, the facility's employees will receive special recognition and an opportunity to direct US\$10,000

in donation to one or more local charity groups. The celebration event (to be scheduled) at the facility will include a visit by Brunswick Chief Executive Officer David Foulkes.

Mercury Marine wins Wisconsin Corporate Safety Award



The Wisconsin Safety Council and the Wisconsin Department of Workforce Development honored Mercury Marine as one of 10 companies to win this year’s Wisconsin Corporate Safety Award. The organizations conferred the award at the April 12 Wisconsin Safety Conference in Wisconsin Dells.

“All companies in Wisconsin utilize a ‘safety first’ approach, but this year’s winners went above and beyond in promoting safety and excellence,” said Wisconsin Safety Council Executive Director Aaron Huebner. “We congratulate them for earning this prestigious award, and we applaud their efforts in building Wisconsin’s reputation as a national leader in workplace safety.”

The winners were selected by an independent panel of judges who are safety, health and insurance professionals. Applicants were required to submit data about their 2021 safety records and provide information about their company’s safety and health leadership, training programs and their safety accomplishments and goals.

“We are honored to win the Corporate Safety Award in the state of Wisconsin,” said Jim Sutton, Mercury director of safety and

occupational health. “This recognition reflects safety as our highest priority at Mercury and the engagement of all our team members in building a strong, sustainable safety culture.”

During continued pandemic-related challenges, Mercury built upon its prior safety and health performance improvements, leading to a 39% reduction in both total recordable-injury and lost-time rates over the past three years. These reductions occurred during a period of unprecedented production growth, investment and hiring at Mercury’s Wisconsin facilities. A key initiative in 2021 was application of the design thinking process to help ensure that all employees prioritize safety in their daily work tasks.

Photo: Director of Safety and Occupational Health Jim Sutton (far left) accepted the award. Joining him at the conference were (left to right) Tony Wallendal, Plant 4 IAM 1947 safety coordinator; Jason Schwefel, safety leader; Chris Wessel, Plant 17 IAM 1947 safety coordinator; and John Marofske, safety leader. “I was pleased that the IAM representatives joined us, as the union’s safety leaders and members have played an essential role in advancing safety at Mercury,” Sutton said.

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Send to dmb@mercmarine.com

If you submit an article, please include visuals — photos, illustrations, charts, graphs, etc. They will make your article even more appealing!

Mercury Latin America and Caribbean division continues to hear ‘buzz’ from showing at Miami



Mercury invests heavily in its trade show presence, pulling out the stops to ensure that its announcements, exhibits and other on-site offerings capture the spotlight and linger in show attendees’ memories.

The company’s presence at the 2022 Miami International Boat Show (MIBS) was no exception. After the show’s hiatus in 2021 due to the pandemic, Mercury roared into the 2022 event with new exhibit designs, more offerings, enhanced services and expanded show communications. Plus, Mercury showcased the industry-changing V12 600hp Verado outboard and the Avator electric outboard concept.

For the Mercury Latin America and Caribbean (LAC) division, a great showing in Miami plays a critical role in setting the pace for customer (i.e., dealer) and consumer relations throughout the year.

“Our efforts and investments in Miami and other major boating industry events show our overall capabilities while supporting our existing and new customers. The Miami show is an international event and, for our LAC team, what we do at this show has a significant impact on their customers and consumers,” said Randy Caruana, vice president of sales for the North America, Central America and Asia Pacific regions.

“Our overall success at the show through increased presence was impactful. Our LAC



Photo at top: Mercury President Chris Drees (second from left) and Randy Caruana, vice president of sales (fourth from left), use MIBS as an opportunity to catch up with Mercury LAC staff and customers. *Photo above:* Mercury LAC staff members work tirelessly throughout the event to provide dealer support and consumer interactions.

team is still hearing from dealers and boat builders who were amazed at the strength of Mercury at the show. Those partners and prospective partners are still talking about the exciting potential of the Avator concept. Additionally, this event offered many of them their first experience with the V12 Verado outboard, and they can’t get over the luxury and performance they experienced out on the water,” he said.

“The splash we make in Miami creates ripple effects throughout the year, enhancing our industry relationships, fostering new and expanded partnerships and ultimately helping our customers close more boat sales,” Caruana added. “It’s like

this for all of our global business, but I cite LAC as a prime example because of the direct impact resulting from the show’s geographical relevance to LAC and the role this show plays in LAC dealer relations.”

Caruana stressed that the Miami show is not a “one and done” effort. “Our LAC division builds on the Miami show’s momentum throughout the year through virtual meetings and at boating trade shows in the region,” he said. “It’s an ongoing effort that reaps huge benefits. Business in the LAC region is particularly relationship-oriented, and our LAC team does a great job of leveraging trade shows to keep our relationships robust.”

Mercury ramps up for busy season of dealer events in Latin America and Caribbean region

After a long COVID-19 global pandemic that put a freeze on trade shows and other in-person meetings for business promotion and commerce, Mercury dealers in the Latin America and Caribbean (LAC) region are now resuming their participation in on-site boat shows and other in-person events.

“There is an eagerness among our dealers to get back into those venues to differentiate their offerings, further advance the Mercury brand and compete for market share,” said Facundo Onni, general manager for Mercury Marine LAC. “They’re all aiming to set themselves above the competition, and we hear again and again from them that the superiority of Mercury products helps them do that. Plus, our entire LAC team is giving them loads of support,” he said.

There is no shortage of scheduled events at which dealers recently have showcased, or are preparing to showcase, their services and Mercury products. These events in the region include the following:

- Puerto Rico Boat Show
- Ecuador — 1st Mercury Boat Show
- Guatemala — Celebrations of 50th Anniversary of Mercury partnership with Comeca
- Costa Rica — Mercury day and service visits
- Mexico — Veracruz store remodeling reopening event
- Mexico — Veracruz Yacht Club Fishing Tarpon Tournament
- Honduras — Bill Fish Fishing Tournament and service visits
- Guadeloupe — Tour operator company-branded and powered by Mercury
- Bahamas — West Palm Beach to Freeport, Grand Bahama Ocean Cup Racing

500hp SeaPro outboard expands Mercury V12 offerings

Mercury began shipping the first of its V12 500hp SeaPro outboards in April.

The company builds the new outboard using the same platform on which it builds the 7.6-liter V12 600hp Verado outboard.

Like its sibling, the 500hp SeaPro features a steerable gearcase, two-speed transmission, contra-rotating propellers and exceptionally quiet and smooth operation.

The difference is that the V12 SeaPro outboard is engineered and calibrated to be the ultimate workhorse, able to withstand extraordinarily rigorous and demanding commercial applications. The high-displacement powerhead delivers loads of torque at a lower rpm, meaning less stress on the engine for extended commercial duty. These engines provide commercial operators with performance they can count on for years.



Mercury Racing electric outboard undergoes first successful test

Last fall, Mercury Racing announced its partnership with the E1 Series to develop an electric competition powertrain for use in the E1 Series powerboat racing championship. As the official propulsion and propeller partner, Mercury Racing joined Kriese, SeaBird Technologies and Victory Marine to explore sustainable technology options and develop a high-performance electric powerboat for racing.

Together the companies dreamed, designed and powered RaceBird — an electric foiling raceboat — that hit the water for the first time in early April. The opening round of testing was completed on River Po near San Nazzaro, Italy, and Jeff Broman, director of engineering for Mercury Racing, was able to participate.

“The team is making good progress and I’m happy to report that the outboard and cooling system from Mercury functioned



flawlessly,” Broman said. “The team gathered a lot of data in Italy and will spend the next few weeks analyzing it and looking for ways to improve the RaceBird. Next, we’ll focus on the hydrodynamics of the boat, refining the foiling system to improve stability and speed. We had a very positive start to this phase of the project.”

Mercury Brazil employees return to more face-to-face interaction in a brand new office in Rio

Employees of Mercury Brazil are going boldly into new work arrangements with a new home to facilitate the transition. The Brazil business unit of the Mercury Latin America and Caribbean (LAC) division reopened its offices in Rio de Janeiro. The newly renovated space is designed to encourage adoption of the Brunswick hybrid-workplace plan, facilitate collaboration and reflect the new Mercury Marine brand standards that the company adopted late last year.

When the renovated facilities opened in late March, Mercury divided the team into three rotations to enable employees to get acquainted with the new digs while upholding local social distancing protocols that were in place to discourage the spread of COVID-19.

A major highlight of the renovation is the addition of a new conference area. With single and double cabins, it was created with the aim of assisting calls and videoconferences (now more frequent), avoiding interference with the open space and providing privacy for meetings or quick conversations.

Another highlight is a multipurpose room that was designed to foster interpersonal interactions after two years of working from home offices. Its comfortable, flexible and relaxed atmosphere allows employees to adapt the space for spontaneous get-togethers and meetings.

The new space's design and decor take



Photo at top: Employees gather around a stand-up island, a great spot for quick and spontaneous collaborations. Photo above: Renovated spaces include common work areas and a more private conference area.

full advantage of the updated Mercury branding. It uses the new brand-standard color palettes, fonts and photos to give extra visual appeal to the renovation. In the corridors, wall panels communicate the

company's mission, vision, values and core branding statements.

The Brazil team also created a dedicated space with a wall depicting a timeline of the company's history in Brazil.

Mercury Marine Brazil earns 2022 Great Place to Work certification

For the fourth consecutive year, Mercury Marine Brazil, a business unit of the Mercury Latin America and Caribbean (LAC) division, has been certified as a Great Place to Work® in Brazil by GPTW, a global authority on workplace culture.

The Great Place to Work recognition is based on analysis of Trust Index™ survey responses from employees of different industries across Brazil regarding workplace culture, employee experience and the leadership behaviors proven to deliver market-leading revenue, employee retention and increased innovation. To be certified as a Great Place to Work, organizations must pass a rigorous process that uses

validated employee feedback gathered with Great Place to Work's data-driven "For All" methodology.

Mercury Marine has three facilities operating in Brazil: one in Rio de Janeiro, one in Palhoça and a third in Manaus.

"We are honored, again, to earn this prestigious certificate," said Facundo Onni, general manager of Mercury LAC.

"Throughout the last four years, we have been involved in a long-term improvement journey. Our leadership has been engaged in implementing simple and impactful initiatives based upon employees' feedback regarding how to be a great place to work."



Use the QRC to view a short celebratory video.



Mercury expands its influence at major international boat shows

Mercury continues to increase its dominance at the largest boat shows around the world — most recently with a commanding presence at both the March 8-12 Dubai International Boat Show and the March 24-27 Palm Beach International Boat Show.

In Dubai, Mercury had the most outboard engines on display at the show, capturing close to 90% share of all outboards on the water and in the exhibit booths. Additionally, Mercury displayed a boat showcasing the first installation of quad 7.6-liter V12 600hp Verado outboards in the Middle East.

The Mercury Racing division also attracted attention in Dubai with an assortment of engines on display, including the 300R AMS and the 450R.

“Dubai is a very important show to Mercury, Mercury Racing and our channel partners. The support we received from our customers at the show is simply outstanding,” said Will Sangster, Mercury Marine president for the Europe, Middle East and Africa (EMEA) global region.

At the Palm Beach International Boat Show, Mercury captured close to 60% share of total outboard engines at the show and almost 70% share of all outboards with 200hp or higher on the water. This showing marks the largest share of outboard engines for Mercury at a Florida show.

See “Boat Shows” on back cover
(Page 4)



Photo above: At the Dubai Boat Show, Mercury unveiled the first installation of quad V12 600hp Verado outboards on a boat in the Middle East.



Photo at left: Pictured left to right are Will Sangster, president of Mercury EMEA; Ayoub Al Khaja, owner of Delma Marine; Max Metadier, general manager of Mercury Marine Middle East and Africa; and Massimiliano Mucchietto, vice president of sales and marketing for EMEA finished goods.

Mercury EMEA reinstates live classroom and hands-on training for dealers

After a two-year suspension of in-person classroom training for dealers as a result of the COVID-19 pandemic, Mercury EMEA has reinstated the live program with hands-on instruction in the operation, maintenance and servicing of the 600hp V12 Verado outboard.

Three V12 Verado outboards are dedicated to this critical mission



Students and trainers gathered in Madrid at Touron, the EMEA distributor for Spain and Portugal.

of equipping dealers to sell and provide services to consumers. One of the training engines remains at the EMEA headquarters in Petit-Rechain, Belgium. The other two are assigned to mobile training units that provide instruction at key locations across Europe.

The aim is to provide training to more than 100 dealers before the start of the busy boating season.



Students and trainers gathered at Mercury EMEA headquarters for training of dealers and technicians from Barrus, a distributor in the U.K.

Land 'N' Sea adopts innovative footwear solution for icy conditions

Delivery drivers for the Kellogg Marine distribution center, a part of the Land 'N' Sea Mercury subsidiary located in Old Lyme, Connecticut, had a safer winter thanks to some extensive research and smart shopping.

Anyone who watches the Weather Channel knows that winter has not been kind to the U.S. New England states in recent years. For the Kellogg drivers, whose duties require them to get in and out of their trucks frequently, snowy and icy conditions pose risks of slipping and falling.

While traditional ice cleats connected to footwear can improve traction on ice, they are an impractical solution that would require the driver to don and doff the gear numerous times throughout the workday. Leaving the cleats on throughout the day is not a safe option, as they create a slip/fall hazard when worn on solid, non-icy surfaces.

Fortunately for the drivers, two employees — Tracey Stancil, Kellogg safety representative, and Rob Oloski, Kellogg branch manager — worked diligently to find a winter footwear solution. They found the

answer in durable safety-toe boots with retractable spikes that engage with a tap to the back of the heel.

The Kellogg team conducted a trial with the boots over the winter, and the results were encouraging. Drivers found the boots functional and suitable for daily wear, and the spikes were effective in icy conditions. Based on drivers' feedback, the team estimates that the boots prevented at least 10 slip/fall incidents throughout the trial.



Photo at left: Tracey Stancil selected KICKSPIKE boots for LNS drivers' safety in icy weather.



Photo at top right: LNS driver Jim Barber appreciates the feel and functionality of the new foot gear.

Scholler receives STEP Ahead honor

The Manufacturing Institute announced on March 1 that Wendy Scholler, ergonomics specialist in the Mercury safety and occupational health organization, is among an elite group of women in the U.S. to receive the 2022 STEP Ahead Award.

The Manufacturing Institute is the nonprofit workforce development and education partner of the National Association of Manufacturers. As a critical component of the STEP Women's Initiative — an industrywide effort to close the gender gap in manufacturing — the STEP Ahead Awards are the national recognition of 100 distinguished women and 30 rising female stars with careers in science, technology, engineering and production.

According to Scholler's nomination application — a collaboration among leaders in Mercury plant operations, human resources and occupational health and safety — "Wendy has been a driving force in helping Mercury manufacturing and distribution operations establish a culture of safety through applied ergonomics."

The nomination's authors commended Scholler for her leadership role in collaborating with engineers and operators across several plants to identify not only work tasks presenting the potential for high physical demands but also solutions to reduce those demands and/or the risk of injury.

For example, they wrote, "By focusing on proper hand tool use, body mechanics and maintenance, she has helped reduce cumulative trauma upper extremity injuries by nearly 90%."

They also cited Scholler's establishment of an effective start-of-shift stretching program and her initiatives to match employees with physical tasks for which they are best suited.

Significantly, Scholler has played an important role in assessing the challenges women may face in the workplace and identifying physical work barriers that might limit their options in manufacturing. By addressing these barriers and developing solutions, Scholler has helped create an environment where women can be equally engaged as men.

"I am extremely humbled by this nomination and honor. Since the start of my career, I have been working in manufacturing environments, and even though it can certainly be challenging, the journey has been extremely rewarding," Scholler said.

Scholler regularly mentors interns and new employees, carrying forward a service that had been invaluable to her when she was just beginning her career.

"I have been blessed over the years with some great teammates and even better mentors. My first mentor coming out of college in the environmental health and safety field was a woman who guided me not only through the technical aspect of the career but



At each annual Mercury Global Safety Week conference, Scholler presents insights and guidance for the safe performance of physical tasks.

also through the challenges of working as a female environmental professional in a manufacturing environment. I will be forever grateful for that mentorship, and this honor truly gives honor to her as well," she said.

Scholler holds certifications in strength and conditioning as well as triathlon coaching. She recently completed coursework toward a graduate degree in human factors and engineering.

She is also a volunteer high school track and field coach who focuses on providing guidance to help students succeed both on and off the track.

As a recipient of the STEP Ahead award, later this spring Scholler will attend two days of leadership programming and an awards ceremony in Washington, D.C.

You can contribute to THE WAVE

Do you have a story idea or an article to contribute to THE WAVE?

Send to dmb@mercmarine.com

If you submit an article, please include visuals — photos, illustrations, charts, graphs, etc. They will make your article even more appealing!

Boat Shows from front cover

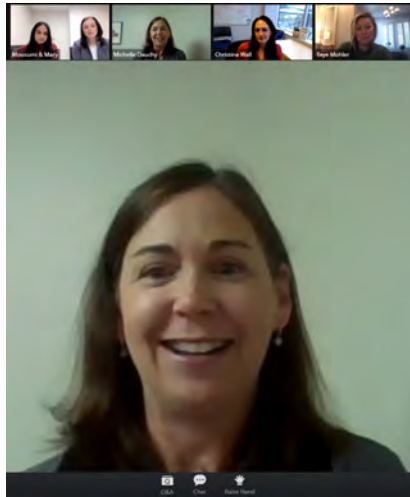
"The Palm Beach Boat Show is quickly becoming one of the most important saltwater shows in the United States, and Mercury's outstanding performance at the show underscores our continued growth in the saltwater market," said Chris Drees, Mercury Marine president.

Earlier this year, Mercury Marine displayed more engines than any other outboard manufacturer for the third consecutive Miami International Boat Show and for the sixth consecutive major Florida saltwater show (including Miami and Fort Lauderdale). Mercury once again increased its overall share at the Miami show and accounted for comfortably over half of all outboard engines on display. In addition, most boat manufacturers at the show displayed at least one boat with Mercury outboards — some for the first time at a major show.

At the 2021 Cannes Boat Show in September, the number of outboards that Mercury displayed was more than double that of its closest competitor. In fact, Mercury had significantly more outboards on display than all other manufacturers combined.

"Our success in Palm Beach, Miami and Fort Lauderdale, as well as the recent Dubai Boat Show and other international shows, demonstrates our incredible momentum and the adoption of our award-winning 600hp V12 Verado outboard as well as our entire high-horsepower outboard engine lineup," Drees said.

Dauchy shares thoughts on overcoming bias



"Stretch yourself outside of your comfort zone."

"Challenge yourself to take a risk."

Mercury CMO Michelle Dauchy participated in a March 10 online panel discussion hosted by the Avionos Women's Leadership Network. The panel discussion — titled "Breaking the Bias to End Discrimination" — focused on a variety of biases that exist in corporate culture and society at large, and even that women sometimes project onto themselves. The discussion focused on positive messages to inspire individuals to be their best and strategies for overcoming bias.

Dauchy's comments included an examination of steps Mercury has taken to avoid reflecting bias in advertising. "We looked at how women are represented in boating and saw a preponderance of images of women reclining on a boat or drinking wine. We shifted to more images of confident and empowered women doing things like captaining the vessel," she said.

Asked by the moderator to give advice to young adults watching the discussion, Dauchy said, "Stretch yourself outside of your comfort zone. Challenge yourself to take a risk."

Share children's boating-related art

Kids love boating — and their loved ones who take them boating. In fact, the experience inspires some to create art.

This month's featured artwork was created by Karl Hahn, son of David Hahn, Mercury construction manager. Karl drew this when he was in fourth grade, which was 11 years ago.

"The boat we had at the time was a 16ss Baja with a 1500 inline six Merc on the back," said the senior Hahn. "Karl is now attending college at the University of Wisconsin-Madison. He was an intern at Mercury in the electrical engineering department last summer!"

Send your favorite kid's artwork to dmb@mercmarine.com.





THE WAVE

INFORMATION
FOR AND ABOUT
MERCURY MARINE
EMPLOYEES

FEBRUARY 2022

Mercury announces it will 'Go Boldly' into the world of electric marine propulsion

At the Feb. 16 opening of the 2022 Miami International Boat Show, Mercury served notice to the marine industry that the company is embracing the challenge to develop the world's best electric marine-propulsion solutions. The company revealed its Avator™ electric outboard concept at its main exhibit.

This concept represents a significant leap forward as Mercury progresses toward the formal release of electric outboard products under the Avator banner later in 2022 and in 2023.

Avator electric outboards pair with high-power-density lithium-ion marine batteries created by Mastervolt, a Brunswick Advanced Systems Group brand.

The mission is to bring state-of-the-art technology to a variety of vessels in the form of quiet and efficient electric propulsion. Toward this end, Mercury is developing an assortment of battery-capacity options to meet consumers' specific needs.

"We are excited to formally announce this bold new phase of our vision for the future that only Mercury Marine can deliver," said Chris Drees, Mercury Marine president. "Electrification is strategically important to us, and this concept provides a first look at how we intend to deliver on our commitment to being the industry leader in both internal-combustion products and electric propulsion. We are taking efficiency to a new level, opening up new ways to enjoy the boating experience."

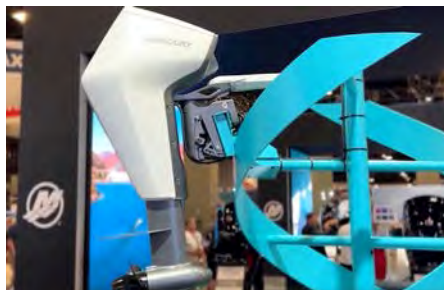
According to Tim Reid, Mercury vice president of product development & engineering, the Avator concept leverages the company's leadership in developing hydrodynamic designs, cutting-edge propellers, advanced controls and engines with exceptionally quiet and smooth operation. He further stressed that Avator outboards will provide uncompromising reliability while combining outstanding performance with superior ease of operation and ownership.

The Avator concept advances Mercury's commitment to sustainability by offering the prospect of boating with zero direct emissions. Mercury is also using electrification to make boating more accessible with features such as swappable batteries and enhanced portability.

"The Avator concept embodies all of the most important characteristics that Mercury wants to bring to market with its first electric-propulsion offering: ease of use, quality and a great user experience," Reid said. "We expect our breadth of electric offerings to expand over time, and we will continue to listen to consumer feedback and monitor adoption trends."

[See the video](#) showing how Avator™ is bringing new innovations to a range of applications while offering a premium option for environmentally conscious boaters.

Additional details on Avator will be unveiled later in 2022. For more information about Avator, visit MercuryMarine.com/avator.



Above left: Mercury unveiled the Avator electric outboard concept at the Miami International Boat Show on a display with a double-helix structure signifying the shared DNA among all Mercury outboards. Common traits include innovation, reliability, performance, quality and user-centricity. **Above right:** The Avator concept outboard features an illuminated display showing engine and battery status.

V12 Verado outboard earns 2022 Miami Innovation Award

The National Marine Manufacturers Association (NMMA) and Boating Writers International (BWI) on Feb. 17 honored the Mercury V12 600hp Verado outboard with the 2022 Miami Innovation Award in the Outboard Engines category. These annual awards, presented in conjunction with the Miami International Boat Show, recognize manufacturers and suppliers who bring new and innovative products to the boating market.

The Miami Innovation Awards judges' committee was made up of seven BWI members who perform product testing throughout the year and have specific expertise in marine products and equipment.

The judges recognized the 600hp Verado outboard for its innovative attributes that represent significant firsts in the outboard-engine industry — chiefly, its V12 powerhead, two-speed transmission, steerable gearcase and cowl-hood door for easy maintenance. These features — combined with exceptional fuel

efficiency, quiet and smooth operation, space-saving design, hydrodynamic contra-rotating propellers, the longest service intervals in its category and several more technological advancements — make the outboard a standout that is redefining propulsion for the large recreational boat market.

The NMMA press release quoted the judges' assessment of the V12 Verado outboard: "It has changed the way boat builders design their boats. It's so full of innovation, we can't even list it all."

The judges' comments echoed those of other organizations that have lauded the product's innovations. Late last year, the Consumer Electronics Show recognized the V12 Verado outboard with the 2022 CES Innovation Award in the Vehicle & Transportation category. Additionally, on Jan. 25 the product earned the European Power Boat of the Year Award in the Innovation category. This recognition marked the first time that this award, which usually goes to complete boat models built in Europe, recognized a marine propulsion solution.

Photo: Members of the V12 Verado outboard project team on hand to accept the Miami Innovation Award were (left to right) Jeffrey Becker, Steve Andrasko and Arden Anderson.



Marketing team brings home three Neptune Awards



Marine Marketers of America on Feb. 14 announced the winners of the 2021 Neptune Awards for Marine Marketing Excellence. The Mercury marketing team took home three Neptune awards, reinforcing its strength in advancing the brand, showcasing Mercury products and promoting the boating lifestyle.

The Neptune Awards going to Mercury were the following:

Best Event Marketing: Mercury V12 Verado outboard launch event — The most successful product launch in Mercury Marine history resulted in a social media reach of 2.8 million, 1.5 million video plays, 13.3 million digital advertising impressions and 400,000 website sessions within the first seven days following the product launch.

Best Website (Special Landing Pages): Mercury "V12 Scroll to Learn" — This dedicated landing environment enables consumers to discover the revolutionary Mercury V12 600hp Verado outboard through a scroll-to-learn environment. The site features detailed key product attributes and industry-leading technology using high-definition renderings and animations. Results included 410,000 page views internationally in 127 countries over a nine-month period.

Best Mobile App: Mercury 1st Mate — This app for boaters works in conjunction with wearable technology to provide an alternative to a traditional safety lanyard. It provides a comprehensive marine safety and security system that integrates with a boat's propulsion system through an intelligent hub.

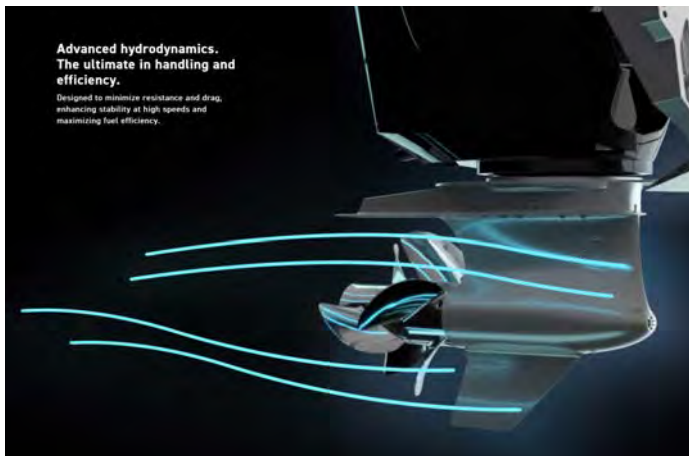


Image above: The V12 Verado outboard landing page includes animations that are activated by the user's scrolling mouse action. Here, the page illustrates the outboard's hydrodynamic design.

Mercury launches new product that integrates JPO and bow thruster control

For the second consecutive month, Mercury launched a new product aiming to convert a sometimes anxiety-inducing part of boating — docking and other close-quarters maneuvers — into a simple and worry-free process. Mercury announced its new Joystick Piloting for Outboards (JPO) with Bow Thruster system on Feb. 16, the opening day of the 2022 Miami International Boat Show.

This new system gives drivers of larger boats with at least two Mercury Verado

outboards the ability to integrate control of Mercury JPO and control of a third-party bow thruster from Sleipner® or Vetus® into a single joystick operation. This allows the thruster to work automatically in conjunction with Mercury JPO.

“JPO continues to evolve, offering boaters greater control and customization for their preferred vessels,” said Rob Hackbarth, Mercury product category director. “For large boats powered with multiple Verado outboards and equipped

with JPO and a bow thruster, controlling both JPO and the thruster has traditionally required the user to manage these systems independently. This innovation enhances vessel maneuverability and control authority by integrating bow thrusters into the JPO system.”

To operate the system, the user simply points the joystick in the desired direction. The system will simultaneously apply the thruster’s power and the outboards’ throttle, shift and steering to move the boat in the proper direction. The result is greater control of the vessel, enabling maneuvers such as spinning in place or moving sideways.

For certain situations that might warrant independent control of the bow thruster, the user may operate only the bow thruster using the thruster manufacturer’s control.

Installing this kit requires no changes to existing Mercury joystick hardware.

In January, Mercury announced JPO for Single-Engine Pontoons, a purpose-built system that integrates two deployable thrusters, one at bow and one at stern, with a pontoon boat’s single outboard to provide full joystick maneuverability.

These new systems further Mercury’s leadership position as the developer of the most comprehensive, advanced and integrated propulsion systems that make boating easier and more intuitive.



The Scout 530 LXF with Mercury Joystick Piloting for Outboards is an example of a vessel that is ideally suited to benefit from the new JPO with Bow Thruster option.

Mercury Racing 200 APX competition outboard receives approval for OPC Formula 200 Class racing

American outboard circuit racing took a step toward the future with the recent approval and homologation by the American Power Boat Association of Mercury Racing Apex Series four-stroke outboards for Outboard Performance Class (OPC) competition. For the 2022 racing season, the Mercury Racing 200 APX motor has been approved for the OPC Formula 200 tunnel boat class, and the Mercury Racing 360 APX is approved for the OPC Mod U class. The announcement was made by Sherron Winer, OPC category chair, following the Jan. 28 APBA annual meeting.

“Mercury Racing is excited to bring a new level of technology and sustainability to OPC racing,” said Stuart Halley, Mercury Racing general manager. “These outboards will offer fans a thrilling show and racers outstanding performance with a significant reduction in tuning and maintenance expense, all with a reduction in exhaust emissions that benefits everyone.”



Mercury LIVE! @ MIBS sheds light on the company's innovative new boating solutions and its vision of the future



Mercury Marine has developed a reputation for standing out at the Miami International Boat Show. Spanning the past several years, the company has captured the spotlight with the marine industry's most impressive innovations, stunning exhibits and the greatest share of product on display both in the exhibit halls and on the water.

With expanded efforts each year from the company's marketing, communications and PR staff, Mercury has also emerged as a leader among exhibitors providing online coverage. This year, the team further enriched its communications with Mercury LIVE! @ MIBS, a series of in-depth interviews from the Mercury exhibit streamed on the Mercury Facebook page. Here are some highlights from the interviews that Mercury posted throughout the Feb. 16-20 event:



We're all about trying to make the boating experience better for everybody, no matter if it's high horsepower or electric propulsion. That's what we're trying to do — making it easier to boat and making that experience second to none in the industry. And based on the response we're getting today, I think we're doing just that.

— Chris Drees, Mercury president



We're getting a lot of demand for the V12 Verado outboard from the segments we expected — saltwater center consoles and the large runabout cruiser market — but we're also seeing some niche markets. We've even seen some pontoons with 600hp engines on them. This engine is opening new opportunities for boat builders and customers.

— Jeff Becker, Mercury senior category manager



Repowering is a great option for people who love their boats and all the memories of times on the water that their boats represent, but who also are interested in the advantages that come from Mercury advancements in engines and related technologies that are now available.

— Laura Fleischman, Mercury director of dealer sales



The Avator concept's electrical architecture allows us to take certain desired outboard attributes to a whole new level. For example, exhaust and transmitted vibration are gone. Noise is reduced to a whisper. And for the first time you can have digital connectivity in a low-horsepower outboard. That's very appealing to a lot of boaters.

— Jim Hergert, Mercury senior category manager



Consumers are valuing companies that take sustainability as more than just an action but as something that they really believe in. And we've been on the front of that trend. We're continually wanting to advance our sustainability and wanting to go where the consumer is going and wanting to do the right thing for the environment.

— Michelle Dauchy, Mercury chief marketing officer



Sometimes we make incredibly long runs just to fish for a short time. We know if we can get there, then we'll get the show or have the day that we want, and then we've got to get back no matter the weather. With our Mercury outboards, we can fish right up until a front is coming in, without a question that when we turn that switch, we'll be on our way.

— Capt. Tom Rowland, Mercury partner/influencer



Most pontoons have a single engine, and pontoons can be one of the more difficult boats to dock. They can catch the wind with their high sides, and they have a big turning radius. Spinning the boat in place or moving it straight sideways is something that's not possible without the Mercury Joystick Piloting for Single-Engine Pontoons system.

— Tyler Mehrl, Mercury category manager



I'm humbled to have this relationship with Mercury, because when I was growing up, I was around Mercury all my fishing life. Now, I'm in this booth and even have done some commercials. I'm overwhelmed with joy because I really love this company, not just for the products but for the people.

— Ronnie Green,
Mercury partner and host of "A Fishing Story"



We look to be the brand of choice. Today, more boaters prefer and will recommend Mercury than any other brand. If you ask people, "What do you need in a boat engine?" and then ask them, "What brands would you look to for that?" Mercury is the one chosen by more boaters than any other.

— Gary Lancina,
Mercury senior director of global marketing strategy



To view these videos and more, go to facebook.com/mercurymarine

Mercury Marine becomes exclusive supplier of diesel inboard engines for Linssen Yachts

Linssen Yachts, a builder of steel hull displacement yachts in Maasbracht, Holland, announced on Feb. 4 that Mercury Marine will be its exclusive supplier of diesel inboard engines beginning with the 2022 model year.

"Mercury is thrilled to partner with Linssen Yachts, a driving force behind innovations in yacht building," said Will Sangster, president of Mercury Marine

EMEA. "The Linssen team's commitment to superior quality, matched with Mercury's advanced offerings, will deliver outstanding value, performance and owner satisfaction. Mercury's diesel inboards offer the lowest sound levels, advanced control systems, outstanding performance and exceptional fuel economy, making them the perfect match with the Linssen brand," Sangster said.

The Mercury Diesel 2.0-liter 115hp inboard engine will be integrated with Linssen's Grand Sturdy, SL, Variotop and Variodeck model series from 40 feet and longer by the end of 2022.

Linssen cited Mercury's excellence in a variety of categories as an important factor in the partnership decision. Mercury diesel inboards feature exceptional fuel economy; unparalleled durability and corrosion resistance; a high-pressure common rail fuel injection system to minimize noise, vibration and harshness (NVH); and SmartCraft Digital Throttle & Shift (DTS) technology. Additionally, Mercury's global service and dealer network allows consumers to easily arrange service and repairs.

Yvonne Linssen, commercial director for Linssen Yachts, shared her enthusiasm about the new partnership.

"We will pair our expertise in new product design with Mercury's expertise in propulsion systems and integrated parts and service platforms," Linssen said. "We are excited about this strategic partnership and convinced it will result in enhanced product quality and better overall experiences for consumers."

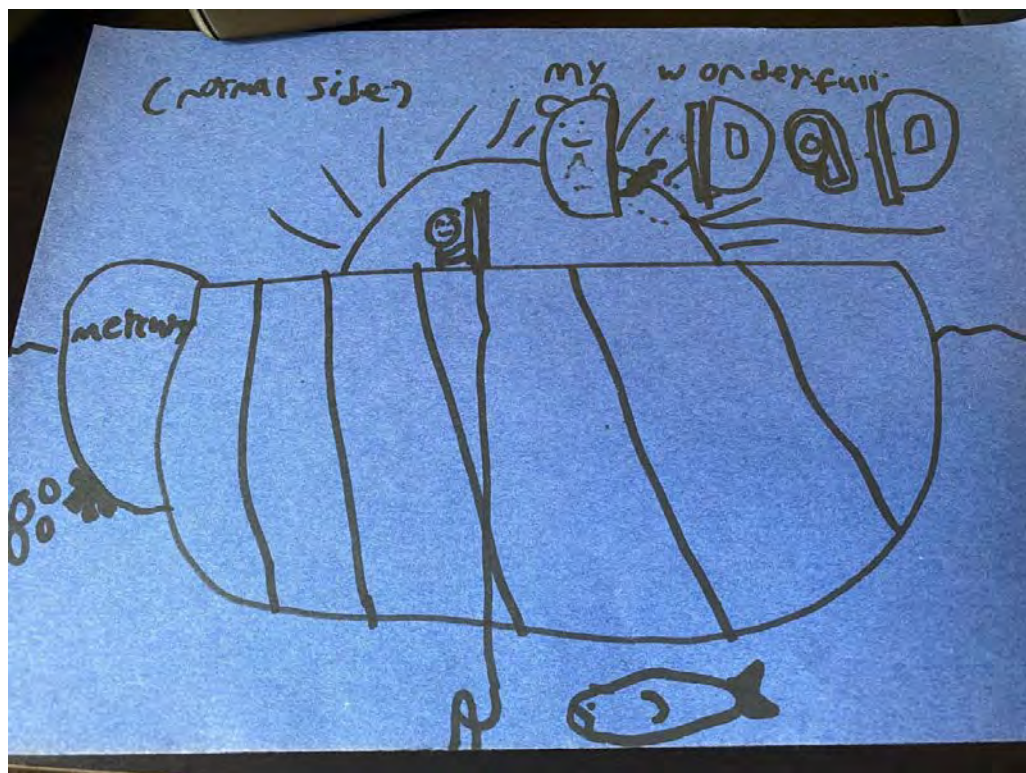


The Grand Sturdy is among the Linssen models that will incorporate Mercury Diesel power by year's end.

Share children's boating-related art

Kids love boating — and their loved ones who take them boating. In fact, the experience inspires some to create art. For example, Fond du Lac Mercury employee Chuck Willems keeps the drawing shown at right on his desk. His daughter Rayne, now 11, gave it to him a year ago — an homage to their shared passion for being on the water (note the branding on the outboard's cowl).

Do you have a favorite kid's art to share? **Please email dmb@mercmarine.com with the image attached.** Provide the child's name (optional), age and relationship to you. If there is a story behind the art, please share that as well!



LNS breaks sales records leveraging both in-person and virtual trade show offerings

In a year during which the coronavirus pandemic hamstrung live trade shows and events for nearly all industries, the Mercury Marine Land 'N' Sea (LNS) division in 2021 doubled down on its strategy of combining in-person, virtual and hybrid events — as safety and other practical considerations warranted — to deliver world-class immersive experiences to prospects, customers and partners.

The LNS team's strategic discipline paid off, as these efforts resulted in not only a second consecutive year of record sales but also recognition from an industry-leading provider of platforms for virtual and hybrid trade events.

LNS finished 2021 with a year-over-year increase in sales of 30% — a remarkable achievement in light of LNS's record sales in 2020. In that year, LNS introduced its Buy with Confidence program supported by exhibitions and interactions taking place in virtual space.

With each successive show, LNS worked to enhance its digital-experience offerings, and visitors noticed. On Feb. 15, 2022, **vFairs, a leading virtual and hybrid events company, named LNS as the recipient of its Eventeer Award for Best Virtual Trade Show in 2021.** The award, the result of virtual-event attendees' votes for their favorite experiences, recognized LNS's Marine & RV Virtual Dealer Trade Show, which spanned October and November.

For this show, LNS decorated its virtual lobby with boats and an RV. It had a big



screen displaying sponsors and vendors with additional LCD screens displaying event advertisements.

LNS addressed the need for dealer and vendor communications, product launches and education with functionality that enabled visitors to search for products under the brand index, learn more and place their online orders. Chat rooms for engaging with LNS representatives were also available along with a networking lounge.

Other features included alphabetically organized exhibit halls and a special LNS staff and sales hall. A leaderboard reported on visitors' participation in various contests and announced prizes for the winners.

LNS has equipped itself with the tools and expertise needed to best match its

offerings with the public-health issues and participant preferences surrounding any particular trade event. In addition to its successes with virtual exhibiting, in 2021 LNS hosted an exceedingly successful in-person exhibit in Connecticut, outdrawing its exhibit's attendance during the previous event there in 2019.

Moving into 2022, LNS will continue to develop its capabilities in both trade show formats, and it plans to combine approaches for some shows. "We will focus on creating opportunities to engage with our customers who prefer in-person shows and those who prefer to engage with us virtually," said Mike Conners, LNS president. "Our hybrid solutions help our dealers recognize our commitment to them."

Land 'N' Sea team underscores its focus on safety

The Land 'N' Sea (LNS) team at the company's facility in Lake Suzy, Florida, on Feb. 3 hosted a Safety Commitment Day. During this event, the team presented its Injury Reduction Plan to LNS President Mike Conners and several managers.

Employees, including Conners and the other managers, signed a banner pledging their commitment to safety. A group discussion focused on why safety is paramount at both work and home. Participants reviewed how recognizing hazards, being mindful and staying engaged are critical components of safety.



Mercury Marine France sees rapid growth in Instagram followers

The Mercury Marine France (MMF) Instagram (@mercurymarinefr) account reached 20,000 followers in February. Following on the heels of the official Mercury U.S. Instagram account (@mercurymarine) and the Mercury Brazil account (@mercurymarinebrasil), this is the third Mercury Instagram account overall — and the first in the EMEA region — to achieve this milestone.

Created in March 2019, the MMF account amassed a following of 10,000 (attained Sept. 15, 2021) in three years, but then doubled that following in only the next six months (attained Feb. 10, 2022).

The number of followers has risen sharply thanks to the EMEA launch of the V12 Verado outboard at the Cannes Boat Show and a posting on the Reels Instagram platform of a video that attracted more than 2.8 million views.

This was the first time that the Mercury France team had used the Reels Instagram platform, a tool that, like TikTok, is instrumental in boosting video viewership.

“After the viral post published in September, we had 4,218 new followers in October, which represented a 33% increase,” said Yann Diquerreau, marketing manager for Mercury France. “By continuing to use Reels regularly during the boat show at La Rochelle and Paris in October and December, and by posting at least once a day with pictures or videos featuring our products, OEMs using Mercury engines, partners, ambassadors and users, we have managed to get many likes daily and more people subscribing,” he said.

According to Diquerreau, these strategies have generated daily spikes of 380 or more new followers, when the daily average is usually between 20 and 30.

“We got some great coverage of the Paris boat show and gained a lot of engagement. A video from that boat show detailing our JPO system generated engagement of more than 2,500, reached 712,000 people and is continuing to be viral,” Diquerreau said.

To celebrate 20,000 followers, the team in France created [a short video](#) using new Mercury brand guidelines. “We are on the way to 30,000 followers and invite you to follow @mercurymarinefr,” he said.



Scannez-moi !

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Do you have a story idea
or an article to contribute to THE WAVE?

Send to dmb@mercmarine.com

If you submit an article, please include visuals —
photos, illustrations, charts, graphs, etc.
They will make your article more appealing!



Mercury introduces Joystick Piloting for Outboards for Single-Engine Pontoons



Mercury unveiled its new Joystick Piloting for Outboards (JPO) for Single-Engine Pontoons system on Jan. 20 at the Minneapolis Boat Show (MBS). Judges in the show's annual Innovation Awards competition recognized the new product with an honorable mention in the Pontoon Boats category.

For boaters driving a pontoon powered by a single 175-600hp Mercury outboard with Digital Throttle & Shift (DTS) controls, this new system provides the confidence of precise 360-degree control, even in wind and current, for low-speed docking and other close-quarters maneuvers.

"For several years, pontoon boats have represented one of the fastest-growing segments in the market, but, until now, only drivers of multi-engine boats were able to take advantage of 360-degree joystick capabilities," said Tyler Mehrl, category manager for controls and rigging. "Mercury JPO for Single-Engine Pontoons opens up new opportunities for pontoon owners to glide effortlessly into a slip or ease up to a fuel dock without worry."

Available in March 2022 on newly manufactured boats, JPO for Single-Engine

Pontoons is compatible with hydraulic or electro-hydraulic steering and uses integrated bow and stern thrusters that are positioned under the deck, deploying and stowing as needed. Once deployed, the thrusters work in coordination with the boat's single outboard to provide unprecedented control.

The driver simply moves the joystick in the desired direction — sideways, diagonally, forward, backward or rotating in place — and the system takes the boat there. Plus, the system enables combined commands, such as simultaneously rotating and moving sideways.

"We are excited to work with our OEMs, offering a joystick option that will greatly enhance the pontoon experience," said Nick Stickler, vice president of global category management and strategic planning.

This product will be available in two configurations. The Premium version uses an electronic steering helm and can be rigged with 250-600hp Mercury Verado®

outboards. The Premium system can also be paired with a VesselView® multi-function display to provide access to advanced features such as Auto Heading and Route.

The Basic version is available on Mercury FourStroke, Pro XS® and SeaPro™ outboards with DTS controls. It pairs with a traditional hydraulic helm, making it accessible to an even wider array of boats.

According to Mehrl, the honorable mention from the Minneapolis Boat Show Innovation Awards judges affirms the originality and advantages of the new system. "The judges don't commonly make honorable mentions, and this category is usually reserved for boats instead of supporting systems," he said. "But the judges knew this system was groundbreaking and deserved recognition."

Images, clockwise from left: The joystick controller; the Innovation Award recognition; a family enjoying open-water fun on their pontoon; an illustration showing a deployed bow thruster; and an illustration showing a deployed stern thruster.

Mercury Marine wins 2022 European Powerboat Innovation Award for V12 600hp Verado outboard engine

Among the most prestigious recognitions in Europe's marine industry are the European Power Boat of the Year awards. The awards almost always go to complete boats and to companies based in Europe. This year, however, the Mercury 7.6-liter V12 600hp Verado outboard bucked those trends.

Announced Jan. 25, the 600hp Verado outboard won the 2022 European Powerboat of the Year Award in the Innovation category, marking the first time a marine propulsion solution has received the esteemed award.

Tasked with recognizing the most trendsetting new products and systems in the marine industry, the panel of judges determining reward recipients included test riders and editors-in-chief of the leading European motorboat magazines. The awards, which are usually announced in person at the Dusseldorf Boat Show, were announced virtually by jury member Ralf Marquard in a [video presented by BOOTE-TV](#).

The judges cited numerous innovations that the V12 Verado outboard brings to the market. These include unrivaled power, the world's first steerable gearcase and automatic two-speed transmission on an outboard, advanced hydrodynamic



contra-rotating propellers, a cowl hood for easy maintenance and a comprehensive noise-management system that makes the V12 Verado engine the quietest and smoothest high-horsepower outboard ever built.

"We are thrilled to receive the European Powerboat of the Year Innovation Award," said Will Sangster, president at Mercury EMEA. "The Mercury V12 600hp Verado engine is the most innovative and highest-performing outboard in the world, and this award is a testament to the world-class innovation from Mercury. We would also like to congratulate all the boat manufacturers on their awards and thank the Mercury-powered winners for their

continued partnership."

This is the second recent announcement of a major award going to the V12 Verado outboard, which was named the 2022 Consumer Electronics Show (CES) Innovation Award honoree in the Vehicle & Transportation category ([see video](#) to learn more about the product's development).

The European Powerboat of the Year Award jury includes representatives from the following European motorboat magazines: Båtmagasinet (Norway), BoatMag (Italy), BOOTE (Germany), Motorboot (Netherlands), MoteurBoat (France), Nautica y Yates (Spain), Neptune (France), Marina CH (Switzerland) and Yachtrevue (Austria).

Brunswick recognizes Louks with Individual Sustainability Leadership Award

Brunswick on Jan. 24 announced the recipients of its inaugural Employee Sustainability Leadership Awards. In addition to commending the sustainable-packaging initiative led by employees of Navico, one of the Brunswick Advanced Systems Group companies, Brunswick also conferred the Individual Sustainability Leadership award to Scott Louks, Mercury sustainability manager.

According to the Brunswick announcement, the company established these awards to "celebrate the company's commitment to sustainable, responsible practices by recognizing outstanding environmental-, social- and governance-focused (ESG-focused) contributions of individuals and teams at Brunswick facilities around the world."

Louks has led Mercury sustainability

efforts for 11 years, helping the company earn 11 consecutive Green Masters designations from the Wisconsin Sustainable Business Council, which measures companies on a broad range of sustainability categories ranging from energy and water conservation to waste management, community outreach and education.

Under Louks' guidance, Mercury has achieved all of its original long-range sustainability goals, including a 45% decrease in energy use, a 35% reduction of water use and a 58% reduction in hazardous waste byproducts. He also led the development of updated goals to drive the company's sustainability efforts for the next several years.

In 2021, Louks helped Mercury implement a solar array at the company's



global headquarters in Fond du Lac while guiding two large Mercury distribution centers in their achievement of "zero waste to landfill" status.

Plant 15L employees set live-loading record during year-end push



During the final weeks of 2021, Plant 15L employees put the throttle down to help ensure that Mercury would finish the year successfully. The Plant 15L finished-goods team in Fond du Lac comprises 58 employees who handle the global distribution of Mercury Marine’s engines.

The combination of unprecedented demand for Mercury products and changes in supply chain networks required Mercury teams to think creatively and be open to change.

Historically, Plant 15L employees load engines on drop trailers, a procedure that provides flexibility regarding when, and for how long, to load outbound trailers. Recently, however, the team shifted to live loading, a more on-demand and time-limited process that involves loading the trailer while the carrier is on site.

In two of the final days of the year, Plant 15L personnel live loaded 52 trailers — a record for the facility. Completing this

high volume of live loads required extraordinary coordination and attention to detail.

“The collective efforts from team members in sales, SIOP (sales, inventory and operations planning), transportation, operations and distribution functions during the last two weeks of 2021 were incredible. We’re very proud of how the Mercury team rallied together to finish out the year. In particular, the dedication of the workforce — demonstrated by the significant number of overtime hours worked to meet Mercury’s year-end goals and shipping commitments to customers — was outstanding,” said Andrew Bores, Plant 15L manager. Bores forecasts that 2022 will be another record-setting distribution year for the Plant 15L team.

Photo: John Buelow (far right), vice president of global operations, stopped by the plant to thank members of the team who contributed to the record-breaking effort at year’s end.

Salvation Army thanks Fond du Lac employees for spreading holiday cheer

For the past 13 years, Fred Stansbury has organized the Mercury Fond du Lac employees’ annual Adopt-a-Family effort in partnership with the Salvation Army. Mercury employees donate toys and household items for families in need during the holidays.

Having come to Mercury after serving with the Red Cross to provide local disaster relief, Stansbury knew this effort would fit with his interest in helping families who are facing difficult circumstances.

Each year’s campaign requires a lot of work and coordination, but the fruits of those efforts, as reported in an email he received Jan. 25 from Kim Welch, local Salvation Army major, keep pushing him on.

“How can I say thank you? I’m not sure words are enough to express the appreciation for your help this Christmas,” Welch wrote. “We had over a thousand



Left to right: Jim Sutton, safety and occupational health director, Fred Stansbury (occupational health) and Samantha Grebe (HR) prepare to place their donations in one of the several collection bins on the Fond du Lac campus in December 2021.

children that you helped provide toys for, so that when they woke up Christmas day there was something for them under the tree. This year we were able to let the parents come into the distribution

area, and there were some tears of joy that I witnessed as they experienced your generosity. Thank you for your part in making Christmas more joyful for the less fortunate.”

Membership in ASQ helps Mercury advance quality-oriented culture

Mercury Marine would not be recognized as a global leader in marine-propulsion solutions and related products and services today without a devoted focus on quality. The same is true for Brunswick and our parent company's other marine manufacturers.

Recognizing this, Brunswick in November (World Quality Month) rejoined the American Society for Quality (ASQ)



as an Organization Leader Member. This ASQ affiliation gives employees access to discounts on individual memberships and a broad array of quality-focused programs and materials. Additionally, members gain access to other global organizations for collaboration and benchmarking.

"Quality-based practices are paramount to maintaining our product-leadership position. They enable us to accelerate our business strategies and ensure a solid foundation for our employees to develop their knowledge and proficiencies," said Patti Trapp, director of quality for Mercury product-integration engineering. "Fostering an 'intentional quality' mindset is essential for our continual advancement of performance excellence," she added.

Sameer Deshmukh, vice president of quality at Brunswick Boat Group, underscored Trapp's point. "We strongly believe that quality is a differentiator," he said. "We align the objectives of our Quality Center of Excellence with those

of ASQ to institute best practices in culture, operations, risk management and governance."

As the largest global organization focused on quality, ASQ has members in more than 130 countries and is the leader in providing education/training, conferences, books, standards, communities, networks and certifications across 18 different quality disciplines.

At the corporate level, Brunswick will participate in ASQ's Insights on Excellence (IoE) program, which assesses organizational maturity according to eight categories of criteria: operations; voice of the customer (VOC); workforce; leadership; strategy; technology; measurements and results; and barriers and disrupters.

[More information and instructions on joining](#)



Mercury Brazil reaches social media milestone

Mercury Brazil's Instagram (@mercurymarinebrasil) account surpassed the benchmark of 20,000 followers in December. Aside from the official U.S. profile (@mercurymarine), which has also surpassed this milestone, this is the first Mercury account in the world to amass this many followers.

According to Tatiana Brayner, marketing specialist for Mercury Brazil, local marketing-communication strategies in the second half of 2021 played a major role in attracting online attention. She cited expanded media investments, real-time coverage of the São Paulo Boat Show, celebrations of the company's 25th year in Brazil, other special content and increased posts as contributing factors.

The Brazil team posted a short video celebrating its achievement and showing numerous images that it has featured on social media throughout the year. To view the video, readers of the PDF newsletter may [click this link](#). Readers of a hard copy may use the QR code at right to view the video on their portable devices.

