



FOR IMMEDIATE RELEASE

October 11, 2011

Contact:

Lucas Lauderback
Mercury Marine
920-929-5980
lucas.lauderback@mercmarine.com

Mercury unveils Theft Deterrent System

FOND DU LAC, Wis. (October 11, 2011) Mercury Marine's new Theft Deterrent System provides boat and engine security to give boat owners peace of mind.

The boat engine is activated for normal operation when the system's automotive-type fob is inserted into the docking station. Simply remove the fob from the docking station when you're done boating and the engine is immobilized to prevent theft. In case the fob is misplaced or lost, the system allows the boat to start and operate on limited power to get home. The kit comes with two fobs and lost fobs can easily be replaced through the Mercury dealership network.

Boat owners will also enjoy knowing installation of TDS is simple – special tools and gauges are not necessary. The base kit includes the two fobs, a dash-mounted docking station, harness, mounting kit and instructions.

The system, now available, is currently compatible with Mercury's new 150 FourStroke outboard, as well as Mercury FourStroke engines in the 40-60 hp range.

Mercury will make the TDS system available in early 2012 for its popular Verado and MerCruiser DTS sterndrive lines.

Owners of larger boats may opt for the optional Premium upgrade with Connected Vessel. The Premium upgrade, also available in early 2012, features a satellite-based boat tracking system that alerts the boat owner via email or text message when the boat is outside a pre-determined perimeter using a geofence. The geofence is automatically disabled when the system is activated with the fob.

The premium upgrade also includes a remote engine-monitoring feature that provides suggested maintenance and diagnostic support to the boat owner's local dealer. The information helps improve engine reliability and protection.

For more information, visit mercurymarine.com or contact your local Mercury dealership.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"(TM) in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, and Diversified Marine parts and accessories distributors; Arvor, Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Suncruiser, Triton Aluminum, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit <http://www.brunswick.com>.

- end -