

Nautical News

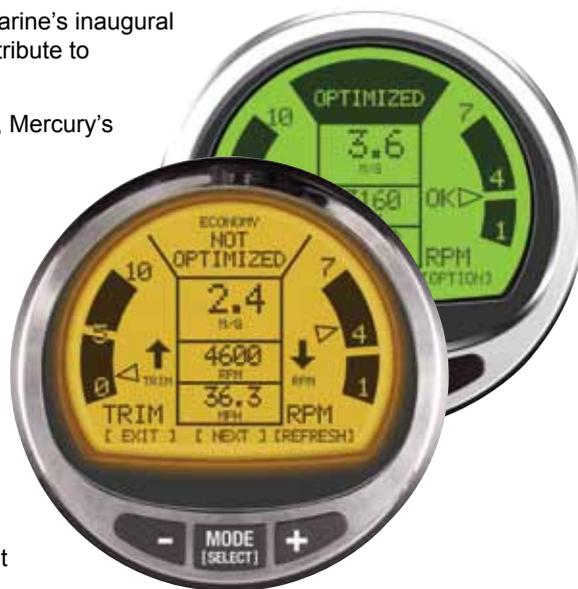
New Award Winning ECO-Screen MercMonitor.

Mercury Marine's MercMonitor ECO-Screen won the top prize of \$10,000 in West Marine's inaugural Green Product of the year contest. The competition recognizes innovations that contribute to preserving and protecting the marine environment.

By constantly monitoring engine rpm, boat speed, fuel consumption and engine trim, Mercury's ECO-Screen automatically calculates and guides boaters to their best fuel economy settings. Multi-colour screens use colours and reverse video to notify drivers when optimize fuel is achieved. This unit is available as an optional accessory for all SmartCraft compatible engines.

Judges based their selection on eco-effectiveness, cost-effectiveness, applicability and breadth of market impact, degree of innovation and originality, and compliance with official rules. Dr. Kochevar said that ECO-Screen "is an intuitive, easy to use gauge that helps boaters optimize the efficiency of their boats - lowering fuel consumption and increasing MPG. Boaters will burn less fossil fuel, reducing their impact on the environment; and will save an average of 10-20 percent in fuel costs as well."

With ECO-Screen no calibration is needed. It is always working in the background to optimize your fuel economy. It is very user friendly with easy to understand user prompts to tell you exactly what you need to do. The colours are viewable in low light conditions and green denotes optimized and yellow not optimized. A digital trim sender is required for full functionality.



Make a Smart Purchase With Smart Tow.



Smart Tow is the latest engine control advancement from Mercury. Smart Tow enables you to bring your rider out of the water smoothly and with incredible precision by pre-selecting the towing rpm. You will now be able to sit back and enjoy the ride. Smart Tow integrates with the award-winning Mercury Digital Throttle and Shift (DTS) control system providing outstanding reliability and precise performance.

If you are looking for a faster engine response, 100 percent engine throttle capability and superior launch intensity and rpm for consistent holeshots, the DTS with Smart Tow is the answer. Smart Tow is essentially rpm-based cruise control and our exclusive launch control all on one easy to operate gauge. You select the desired launch control intensity and enter the desired towing rpm, then ease the throttle to wide open. Smart Tow takes over with instant calculation to bring you to the exact speed, smoothly and simply. You now no longer have to calculate the weight of your boat or guests, and you don't have to worry about maintaining your speed manually. To utilize the cruise control, you

choose an rpm above idle and Smart Tow will hold the rpm whether you are towing or simply out cruising. For Launch Control you have to simply select the intensity of acceleration rate from the five profiles, to determine how quickly your rider will be pulled out of the water, enter your rpm end point and Smart Tow will do the rest.

The Smart Tow is safe as well, to disengage you simply have to move the throttle and it will deactivate. If your boat is equipped with SmartCraft DTS and you enjoy weekends of fun boarding, tubing, skiing or just cruising then Smart Tow is a smart purchase.



A Deeper Look At Mercury OptiMax Reveals Its Green Performance.

"We're encouraging boaters of all kinds to 'look deeper' into the Mercury OptiMax range of outboards to ensure they make a confident decision about purchasing their next engine," says Rutherford Marine's Philip Kingma. "A deeper look into this next-generation range will reveal a whole new level of eco-friendly and beyond-expectation fuel economy.

"Following the recent inaugural Green Economy Summit in Johannesburg, the environmentally friendly OptiMax range ensures that in South Africa we are ideally positioned to meet and even exceed the requirements of South Africa's fast-evolving clean energy regulations, legislation and policies.

"OptiMax is forever putting paid to the myth that two stroke engines are 'dirty' and likely to be banned from the waters in the future," says Kingma. "In actual fact, the direct injection two stroke outboard is "green" - with the same emissions as four stroke engines. They are low-noise, no smoke outboards."



Mercury OptiMax has been recognised for three years in succession by JD power and Associates for customer satisfaction, delivering two-stroke performance equaling, and even bettering, most four strokes on exhaust emissions and fuel consumption. OptiMax has achieved a three star CARB (California Air Resources Board) rating on 87 Octane fuel for low engine emissions.

"OptiMax saves considerable expenses on fuel, even compared with many four stroke outboards in the same HP class," says Kingma. "These engines are lighter than four strokes and therefore offer the best possible power to weight ratio, ensuring boaters get excellent acceleration and overall performance.

"Remarkably, OptiMax also trolls at lower speeds than comparable four strokes. This means longer fishing time and less fuel used, which is what all ski boating fishermen want. Mallard Marine's Mike Barnes has told me that their new 630 Cobra Cat, fitted with two new 125 HP Mercury OptiMax outboards, used only 25 litres per motor over an entire day's fishing in the recent Shelly Beach Bonanza. Mike complimented the outboard's performance and low down torque, which was needed in the heavy surf, which he says the OptiMax handled with ease." The direct fuel injection's low pressure system places less stress on components, resulting in greater reliability and longer engine life, while the OptiMax air compressor delivers maximum combustion efficiency, helps reduce fuel usage, lowers emissions and runs quietly. The OptiMax oil pump ensures that oil is distributed to key locations via the electrical control unit (ECU), from idle, trolling or wide open throttle, eliminating waste and saving oil.

OptiMax SmartCraft technology integrates all boat and engine functions to ensure reliable information, security and peace of mind boating. The latest SmartCraft developments include the 42-function MercMonitor, with a go green ECO-Screen to further increase fuel economy. The ECO feature constantly monitors the engine rpm, boat speed, fuel consumption and engine trim and automatically calculates the best fuel economy settings.

Mercury OptiMax is built with more stainless steel components for longer engine life and reduced maintenance and to back this advance, Mercury offer a three year non-declining limited corrosion failure warranty.

Mercury is the only outboard brand offering a five year standard warranty on its OptiMax, Four Stroke and Verado models at no additional cost. However, the owner is obliged to ensure that the engines are serviced ever 100 hours or once per year, whichever occurs first. Local Mercury dealers have qualified technicians who log each service on line with Mercury Brunswick in the USA, to make sure the customer's warranty is valid for a five year period, while each dealer has a service schedule indicating the type/hours needed for every HP outboard and inboard at each service interval.



The new 125 HP OptiMax, available locally through Rutherford Marine, can be viewed at any Mercury dealer. The OptiMax range is available from 115 HP to 300 HP.

New Employee (Durban).

Sebastian Monty joined Rutherford Marine's Durban Branch in July as a sales representative. He is well known and liked in the marine industry and he says he is thoroughly enjoying his work environment. In his leisure time Sebastian can be found anywhere near the water. He's into water sports in a big way and was a sponsored wakeboarder until an injury put him out of action for a long recovery period. He's also a keen spearfisherman.

Sebastian Monty



Entry Level Offshore Fishing Boats Powered By Mercury Are Making Ripples.

A brand new home grown range of entry-level offshore fishing boats powered by Mercury engines has started making ripples in the local market.

Designed and developed by local boat builder Danny Shunmugam of Boat Tech, the Xpression range of fishing boats presently comprises the Bass Xpression 430, the 440 centre consol offshore, 300 cathedral hull centre consol, 520 offshore centre consol and the latest addition, the Jozi Cat 500, an offshore catamaran.

"The design philosophy behind these boats is to offer the South African market a cost-effective and reliable range of small, entry-level fishing boats that won't cost fishermen more than R200 000," says Danny. "As we add new models, we won't be going bigger than 5,2m so that owners don't need a powerful 4X4 to tow them around.

"We've chosen the smaller Mercury engines to power our boats - between 25 and 40 HP - which also keeps the price affordable to this market. These Mercury entry level engines are affordable and reliable and I know them very well after working with them in the boating industry for the past 26 years. They are easy to work with and I have absolute confidence in their performance on the Xpression range.



Early customers feedback on the bass boat is that the hull allows fishermen to walk around the boat without it rolling or tipping to the side. Danny says this has been achieved by including a cathedral hull into the design stability.

Danny started out in the Marine industry in 1984 working for Marine and Boating in Durban as a parts stripper and steadily became involved with the close community of boat builders in Durban. After qualifying as a boat mechanic, Danny managed workshops for Marine and Boating and then joined Mercury South Africa working in accessories and technical.

In 2003, in partnership with his wife, Freda, Danny fulfilled a long-held dream and established Boat Tech, his own business, operating as a sub-contractor doing installation, maintenance and repairs from the premises of Twin Boats & Trailers in Henley-on-Klip near the Vaal Dam.

"The twin brothers Andre and Riaan van Helsdinger have helped me with my business every step of the way and I learned a tremendous amount from them that I was able to apply during the development of the Xpression range," says Danny. "About three years ago, I noticed people were looking for entry level fishing boats and that no one was catering for this market segment, so I decided to take the gap. I've been thrilled with the market's response and am very confident that the future of these boats is very promising."

The Xpression range of offshore fishing boats is available from Boat Tech in Gauteng and through Mercury dealers countrywide.



New Employee (Gauteng).

Craig Gutteridge has recently joined Rutherford Marine's Johannesburg Branch heading up the accessory sales. He has been in the marine industry for the past six years and has gained valuable knowledge and expertise both in South Africa and also from attending numerous International Boat Shows. Craig has been wakeboarding for 11 years and is the current SA Wakeboard Champion in the open men's division. His hobbies are both exciting and diverse and include Fishing (East Rand Bass Masters), Scuba diving, golf, skydiving and of course wakeboarding.



Craig Gutteridge