

Student scores big with presentation on Evinrude E-TEC

by Thomas R. Fuszard

According to conventional wisdom, interest in the skilled trades is waning. Young people—boys, in particular—are shunning blue collar positions for a life revolving around computers and the Internet.

At least one young man appears destined to work with his hands, and in the world of marine mechanics, no less.

Morgan Beahan, whose father, Chuck Beahan, owns Eau Gallie Marine, LLC, in Melbourne, FL., is bucking that trend. Morgan literally took his passion to school one year, and earned a nice grade in the process.



Morgan Beahan shows off his science fair project.

Each year Johnson Middle School in Eau Gallie, FL. assigns its 8th graders a science project. Students pick the topic, and spend most of the school year researching the subject matter and developing a presentation. The project culminates in a day-long science fair at the school in spring.

For Morgan's assignment, which occurred during the 2006-2007 academic year, he chose to showcase the Evinrude story and in particular, the Evinrude E-TEC engine.

His objectives were a bit modest at the time. "Since my dad is an Evinrude dealer," Morgan says, "I decided to do one on that, and maybe learn a thing or two."

To prepare, Morgan interviewed his father extensively, did some research online, and studied several books he borrowed from Jay Wadzinski, RSM. One in particular, Evinrude and Johnson and the legends of OMC, allowed Morgan to track the firm from the early days to the present.

In addition to studying the books, Morgan reviewed Modules 1 and 2 of the E-ssentials program. He says those helped him understand the basics of combustion and the engine's propulsion system.

His display consisted of a poster board featuring a number of historical as well as contemporary photographs and graphics describing engine performance. Morgan included a Lucas oil display to demonstrate the difference between standard oil and Evinrude XD-100. But the highlight was a 75 hp Evinrude E-TEC in a test tank that people could start up and run.

The science fair was like a trade show, where presenters were judged on the quality of their presentations, their product knowledge, and professionalism. Morgan readily offered one of the Evinrude E-TEC's major selling points. "I'd tell them that it has all the horsepower of a four-stroke, but is cleaner," he says.

The judges were quite impressed with Morgan's presentation. They awarded him a 98.

It might seem natural for the son of an Evinrude dealer to offer a presentation about boat engines. For Morgan, it's deeper than that. Chuck Beahan says that his son "basically grew up in a boat." When Morgan was only five weeks old, his dad attached the baby's car seat to the front of their boat, put a little top over it, and hit the water.

When Morgan was a toddler, Chuck hung a play swing from the T top of the boat. "He would sit in that swing and ride all day," Chuck says.

The science project gave Morgan a much better understanding of the Evinrude E-TEC engine. "It's just so cool," he says. "It doesn't have all the excess weight, but it does have everything that you need: all the power, the torque, and the performance. It gives you more of what you need to get going."

Morgan says working on this project also helped him prepare for his high school coursework. "I learned a lot of stuff that I use in the Marine Mechanics program," he says.

Asked about his long-term goals, this very articulate 15-year-old says that someday he'd like to own a boat—equipped with an Evinrude E-TEC, of course! —but he also dreams of owning a business or possibly working at BRP.

Evinrude E-TEC stands head and shoulders over the competition

As Morgan Beahan realized while doing research for his science project, the Evinrude E-TEC engine truly sits at the head of the class. Among its many advantages:

More power and performance than a comparable 4-stroke engine, with greater acceleration and top-end speed. No four-stroke can touch our power-to-weight ratio.

Greater reliability. Each component is tested and retested for maximum performance and durability. Parts are bigger and stronger to work harder and last longer. And, there are fewer parts, which means fewer problems.

Easier to own and operate. With no scheduled dealer maintenance for three years or 300 hours, the Evinrude E-TEC spends more time in the water and less time in the shop.

Clean and quiet. Evinrude engines meet tough European Union and California Air Resources Board standards. These ultra-efficient engines are better for the environment and your customers' pocketbooks.

When you add it up, it's obvious that Evinrude E-TEC engines are clearly ahead of the competition. With grades like these, why would your customer buy anything else?

