

Drink It Up!

This manatee knows a clean engine when it finds one.

Sometimes proof of an Evinrude E-TEC engine's cleanliness comes from the unlikely sources.

Marine officers from the Florida Fish and Wildlife Conservation Commission (FWC) got a chuckle one day after returning from patrol near Melbourne. Their three boats docked, the officers were wrapping up when they noticed a manatee swimming nearby. It appeared to be checking out the scene.

Their engines, which consisted of two Evinrude E-TECs and one Mercury Optimax, were still warm and streaming water. Within minutes the manatee popped its head out of the water and began sampling the expelled water. Back and forth it went, enjoying an easy drink from the water fountains. Like discriminating diners everywhere, the manatee eventually settled on its favorite.

"The manatee spent more time doing this on my Evinrude E-TEC and the other Evinrude E-TEC," says Officer Kevin Palmeri. "He did not spend as much time at the Mercury."

Now, we don't suggest you try drinking from your Evinrude E-TEC. But this admittedly unscientific survey is further proof of how environmentally friendly Evinrude E-TEC engines are.



Potential problems for dealers?

Roch Lambert feels not changing the engine model year can cause problems for dealers. "Suppose the dealer is displaying a current model next to last year's. How will [the dealer] convince the customer that both engines are the same and he should pay the same price for them?" he asks.

While boats powered by stern drive engines are always sold as a package, outboard-powered boats by their nature give customers the flexibility to re-power. This is an important key selling benefit that gives consumers the power of choice on their boat.

Dealers and consumers in any durable goods industry have always taken advantage of the end of a model year. Lambert adds, "If product inventory is correctly managed, model year change should be an opportunity, not a problem. It's the manufacturer's responsibility to monitor and react to consumer demand."

Putting consumers first

A model year is an identifier consumers are familiar with using when making purchases, such as cars. Buyer's expectations

include seeing technological and design advancements in each new model year as well as discounts for purchasing model year close-outs. The same can be said for ever-changing electronics such as rapid advancements in digital cameras, computers and video equipment that we've all seen since their inception. BRP doesn't want to redesign engines every year (like the automotive industry) but the reality is components are continually upgraded. BRP leads the industry by offering the most sophisticated products possible.

Including the needs of all customers is a cornerstone in BRP's business decisions to ensure no one is negatively affected. BRP puts just as much importance on the development and execution of a flexible and ethical business model for boat builders, dealers and consumers as they do on being recreational product leaders. "The model year elimination simplifies product transition for boat builders in the spring, but we believe our strategy of just in time deliveries combined with early model year transition is meeting builders needs while not confusing the dealers and consumers," said Lambert.

At the heart of this issue are honesty and integrity. "It has always been—and will continue to be—our policy to be honest with our dealers and customers."