



MERCURY MARINE
GO BOLDLY.®

Go Boldly® is a call to explore. To let adventure be your guide. To be a part of something bigger. It's freedom to squeeze every second of joy out of your time on the water. To find new places and experience new things. To search for fish stories and ride endless waves. Go Boldly means never riding in the wake of another. It means charting your own course and trusting Mercury® to take you there.





POWER, PERFORMANCE AND THE FREEDOM TO EXPLORE

No one understands the importance of the water quite like Mercury. We know it's a sacred place where the best version of yourself comes to life. It's an enormous point of pride to help empower your happiest days and most cherished memories. So go find your adventure. Go write your own story. Go Boldly.



01 HERITAGE

We live for the water and for the boater. Over the course of more than 80 years, across 700+ patents and countless marine industry awards, Mercury has built its reputation on a philosophy of tireless innovation and constant improvement.



02 PERFORMANCE

We deliver reliably powerful performance for any on-water activity. With a history of exciting engineering innovations, Mercury has established itself as an undisputed leader in marine power.



03 CONFIDENCE

We engineer complete propulsion systems with intuitive, easy-to-operate designs and unparalleled reliability, giving boaters the confidence to venture farther and stay out longer in pursuit of their adventures.



OUR NEXT STEP FORWARD IN MARINE INNOVATION

With an intelligent digital display and intuitive controls, a Mercury Avator™ outboard is a complete electric propulsion system that makes it easy for anyone to take the helm with confidence. By replacing traditional fuels with advanced lithium-ion batteries, Avator provides a clean, quiet, exceptional boating experience. So you can take in all the sounds and joys of nature, while minimizing your impact on the environment.

MercuryMarine.com/Avator



AVATOR

VERADO / 250-600HP

POWER TO MATCH YOUR AMBITIONS

Mercury Verado® outboards are a call to adventure. Freedom in the form of meticulous, all-or-nothing engineering from the powerhead to the prop. A Verado engine is whisper quiet but exhilaratingly quick and effortlessly powerful, delivering refined performance and impressive fuel efficiency. Exceeding even the highest expectations, Verado is a truly luxurious boating experience without compromise.

MercuryMarine.com/Verado



VERADO





FOURSTROKE

FOURSTROKE / 2.5-300HP

ENGINES MADE FOR EXPLORING

The start of a Mercury FourStroke outboard means the start of an adventure. With innovative engineering, refined performance and unmatched reliability, FourStroke engines ensure boaters explore with complete confidence. From portable 2.5hp engines, to 5hp propane-powered engines, and all the way up to adrenaline-pumping 300hp engines, the entire FourStroke family features efficient, lightweight designs that ensure no power goes wasted. It's worry-free boating that's easy to own and fun to drive. High tech without high stress.

MercuryMarine.com/FourStroke



WHEN EVERY CAST MAKES A DIFFERENCE, SO DOES EVERY SECOND.

The best anglers aren't lucky. They're fast. They're the first ones to the best spots. The first ones with their lines in the water and the last ones to leave for weigh-in. The ones who spend the most time fishing while they're fishing. A Mercury Pro XS® outboard provides a powerful competitive edge, using Mercury-exclusive components and tuning to amplify performance. The result is the most compact, lightweight outboard in its class, capable of delivering superior acceleration, exhilarating top speed and remarkable fuel efficiency. It's the product of hard work and precision engineering. Nothing lucky about it.

MercuryMarine.com/ProXS



P R O X S



MERCURY ENGINES ARE MADE FOR EXPLORING. SO ARE YOU.

Everything we make is for everything you do. Whoever you are, whichever body of water you explore, wherever your sense of adventure leads you, Mercury is here to power the journey. A Mercury engine is a powerful, versatile key to unlocking the freedom of the open water. It's the expression of 80+ years of dreaming, tinkering, engineering and innovating. And it's ready for your next adventure.



SEAPRO

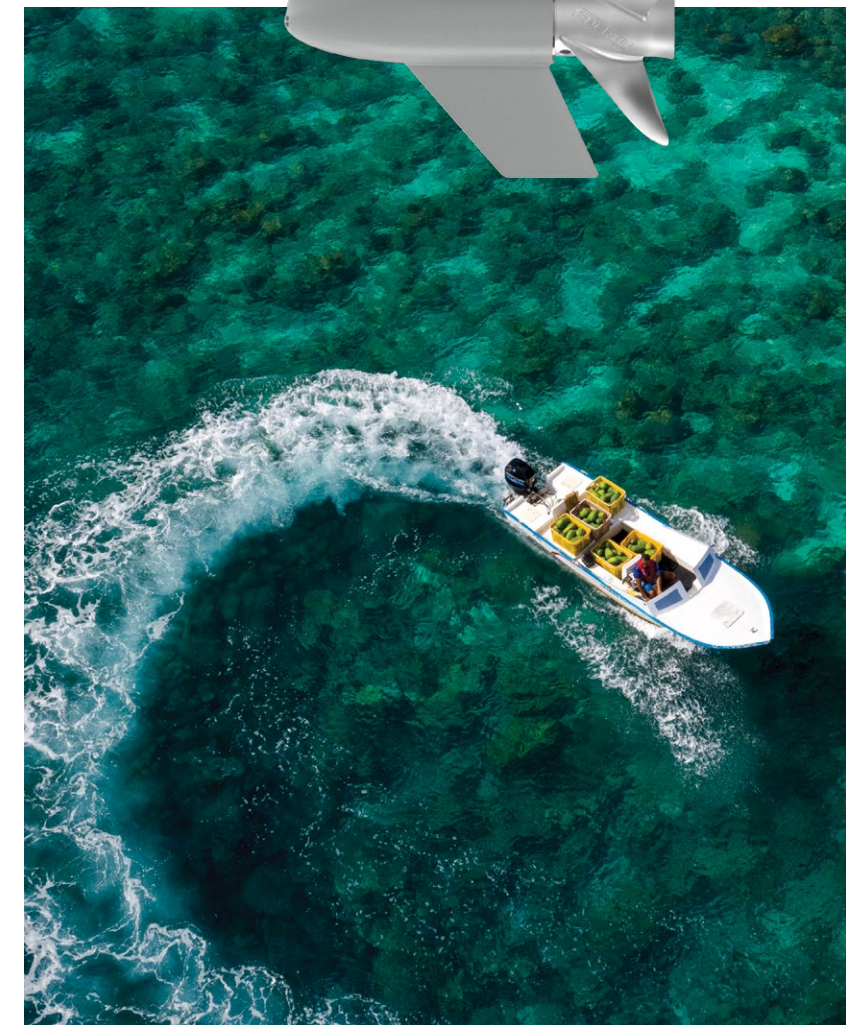


SEAPRO / 15-500HP

**AS RELIABLE AS THE SUN.
AND AS TOUGH AS THE
DAY IS LONG.**

Everyone wants the same things from a co-worker. Ability. Dedication. Versatility. Anything to help the workday go smoothly. With a hard-nosed construction and easygoing reliability, Mercury SeaPro™ outboards are built to handle the heavy-duty needs of commercial boating applications. Exceptionally lightweight designs and Advanced Range Optimization ensure high-horsepower SeaPro outboards also perform with impressive fuel economy. A job on the water can be unpredictable, with demanding hours and conditions that can change in an instant. But a SeaPro outboard clocks in on time every day, eager to work as hard as you do, as long as you do.

MercuryMarine.com/SeaPro



MERCUISER



INBOARD / 300-425HP

POWER THAT PLAYS

MerCruiser inboard engines continue to deliver on Mercury's legacy of power with efficiency. Each model features added displacement and a torque curve designed to maximize your fuel, your time and your fun. Tow sports are easier and quieter, with instant throttle response and available customizable Smart Tow® launching. There's never been a better time to spend your time on the water.



Explore the MerCruiser family at MercuryMarine.com/MerCruiser.

FUN FROM START TO FINISH

You were born to have fun on the water, and so was a MerCruiser® sterndrive engine. Designed specifically for marine use, rather than derived from automotive engine technology, MerCruiser engines are purpose-built for unmatched power and performance. With innovative features and advanced technology, MerCruiser sterndrive platforms ensure easy operation, super corrosion prevention and a quiet, pleasurable ride. Fun follows function. All by design.

STERNDRIVE / 200-430HP



DIESEL / 115-550HP

EASY OWNERSHIP AND SMOOTH PERFORMANCE

Mercury Diesel Tier 3-compliant engines are perfect for recreational vessels. Utilizing common rail direct injection to deliver exceptional performance and durability, they seamlessly integrate available Joystick Piloting for sterndrives, inboards and pods. Designed for easy ownership, Mercury V8 and V6 diesel engines are the lightest in their class, and the 6.7L engines are factory-backed by a three-year limited warranty.

MercuryMarine.com/Diesel



DIESEL



PRECISION PARTS

FACTORY FIT FOR PRECISION PERFORMANCE

Craftsmanship sets the tone for your vessel, and even the smallest details can be critical. Mercury Precision Parts® provide original factory fit and performance to help keep your engine running like new and performing at its peak.

Mercury Precision Lubricants® are specially formulated and tested to exceed our high standards and keep engines running smoothly, no matter where your days take you.

MercuryMarine.com/Parts





THE POWER TO DO MORE

Easier. Faster. Smoother. Safer. More efficient. More controlled. More insightful. More fun. Mercury SmartCraft digital technologies refine the entire boating experience to ensure every day on the water reaches its full potential. From smart displays, to precise controls, to advanced safety and security solutions, SmartCraft is an exclusive suite of digital features seamlessly integrated with Mercury engines, empowering boaters to do more.

Explore the full suite of SmartCraft features:
MercuryMarine.com/SmartCraft

DISPLAYS & GAUGES

CONNECTED TO YOUR ENGINE LIKE NEVER BEFORE

The SmartCraft system is a digital backbone for aggregating performance data and smart controls through connected displays and gauges. Mercury VesselView® gives boaters more command and data than any other system in the industry. VesselView can be adapted to work with popular multi-function displays or even transmitted to mobile devices.



CONTROLS

STAY IN COMPLETE COMMAND

Whether in open water or a tight harbor, SmartCraft-connected controls enable precision command. Digital Throttle & Shift (DTS) uses electronic signals to deliver smooth shifting and instant throttle response. Perfect for maneuvering in tight spaces, Joystick Piloting enables precise moves sideways, forward, backward, diagonally or rotating in place, all from an intuitive point-and-move joystick control. Mercury's advanced Electric Steering system further enhances the performance of outboards with the Advanced MidSection (AMS), providing exceptionally quiet steering, a clean transom and an efficient energy-saving design.



DIGITAL FEATURES

WHERE POWER MEETS INTELLIGENCE

Easy-to-use SmartCraft digital features eliminate guesswork, keeping the focus on the fun. At the touch of a button, Active Trim automatically optimizes trim levels, adapting on the fly for smooth, efficient trips. Smart Tow allows tow sport enthusiasts to choose from five preset starting profiles or to customize their own. Digital Troll Control allows easy trolling speed adjustments in precise increments.





PROPELLERS

WHERE THE RPMs MEET THE H₂O

Optimizing engine performance starts with pairing the perfect prop. Prop selection can impact virtually all aspects of your boat's performance, and Mercury has a solution for every challenge.

Mercury propellers are engineered to convert every bit of horsepower into unmatched performance. With innovative technology and superior materials behind them, Mercury props set the standard for premium design and durability. A testament to our history of innovation, exclusive, proprietary metals allow Mercury to design props that would otherwise be impossible.

MercuryMarine.com/Propellers

FEWER WORRIES, MORE TIME ON THE WATER



WARRANTY

A Mercury engine is made to last. Every engine is factory-backed with up to a three-year limited warranty, plus class-leading corrosion prevention and up to a three-year corrosion warranty.



MERCURY PRODUCT PROTECTION

Get up to eight years of total coverage with Mercury Product Protection, a factory-backed extended service contract that covers certain expenses beyond the term of the Mercury limited warranty.



DEALER NETWORK

If your engine requires service, an extensive network of factory-trained dealers and master technicians is ready with genuine Mercury replacement parts and accessories to get you back on the water.





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