



Date: September 13, 2011
 Re: Mercury 150 FourStroke FAQ

**APPROVED FOR DISTRIBUTION TO INTERNAL/EXTERNAL BRUNSWICK
 EMPLOYEES, BOATBUILDERS, DEALERS, AND CONSUMERS.**

1. What is the new Mercury engine, and what applications does it accommodate?

The new Mercury engine is a 150hp naturally aspirated, fuel-injected (EFI) FourStroke outboard displacing 3.0L in an in-line four-cylinder configuration. Despite its class-leading 3.0L displacement, it is still the smallest, lightest, and most durable 150 FourStroke in the world, engineered to handle all conditions yet deliver superb fuel efficiency and performance. It's extremely versatile in single- or twin-engine applications, from the lightest flats skiffs to the largest saltwater offshore hulls. It also has the least transom-well intrusion among all 150 four-strokes, which makes it easy to fish around and a good fit for boats with poling platforms or confined transom-well areas.

This new 150 FourStroke has several specially engineered traits that make it appealing to almost any style of hull:

Boat Type	Highest Displacement (3.0L)	Light-Weight Efficiency	Smallest Size	4.9-inch Gearcase	Transom System
Offshore	New Mercury 150 FourStroke has more displacement than any other 150 four-stroke	New 150 FourStroke is the lightest 150 four-stroke in the world – almost as light as OptiMax – and is extremely fuel efficient.	Fits nicely under poling platforms and motor wells (pontoons), and is easier to fish over than our competitors' 150 four-strokes.	Gearcases in this size range are sometimes used on engines up to 300hp. On a 150 it is extremely robust and durable with larger gears than the competition. Better hydrodynamics make this gearcase even more efficient than prior generation gearcases that were smaller in size so performance is not compromised.	Focus mount system virtually eliminates undesirable vibration in the boat while improving mount durability.
Inshore Bay					
Flats					
Aluminum					
Bass					
Pontoon					
Runabout					
RIB	3.0L class blocks are typically used on 200-250hp class engines. As a 150, it's bulletproof!	Highest displacement and lightest weight make it versatile and effective even on flats skiffs, aluminum bass boats, and other weight-sensitive hulls.			Commercial-grade transom brackets are 22% heavier and more robust than Yamaha's F150 even though the Mercury 150 is 21 lbs. lighter!
Aluminum Bass					
	Massive torque curve means even the heaviest boats will plane quickly and deliver better performance.				



2. Does it have a name?

The Mercury 150 FourStroke does not carry a sub-brand such as OptiMax or Verado. It is called the 150 FourStroke.

3. What hp models are available?

The new Mercury 150 FourStroke is available solely as a 150hp model. In some parts of the world, more boat transoms are rated for 150 horsepower than any other power rating, and Mercury's goal was to deliver the absolute best, no-compromise 150 FourStroke on the market.

4. Will Mercury make other models from this platform?

Mercury does not comment on future product development activities. However, Mercury is continually evolving its product line to take advantage of new technologies that will delight our customers.

5. What advantages does this new engine have versus:

a. Verado (luxury 4-Stroke)

Verado is a supercharged four-stroke platform designed for the luxury boater who wants a feature-rich engine package that delivers an engineered driving experience. As such, Verado delivers incredible performance from acceleration all the way up to blistering top speeds. The engineered driving experience comes with features such as DTS (digital throttle and shift) and optional full power steering to deliver an uncompromising outboard and control system, albeit at premium pricing. While Mercury's new 150 FourStroke is designed to deliver similar performance via higher displacement, it will also use standard mechanical control systems. This means fewer technical features than SmartCraft DTS, but the engine package will offer a total value that makes it available to a wider group of boaters.

b. OptiMax (tournament-grade performance and efficiency)

Mercury's heralded direct-injected two-stroke OptiMax has long been the gold standard of tournament bass engines, especially the OptiMax Pro XS models. As such, many tournament bass anglers remain fond of two-stroke power. The new Mercury 150 FourStroke is a durable, lightweight and fuel-efficient alternative to a 150 OptiMax in a FourStroke package with added refinement in smoothness and running quality while delivering similar performance.



c. Competitive 150s

The new Mercury 150 FourStroke is the smallest and lightest 150 four-stroke engine in the world and has been designed, built and tested to be the most durable 150 package on the market – no matter what conditions you run up against. With almost 20% fewer parts than a Yamaha F150, the Mercury 150 FourStroke proves that technology can be used equally well to deliver durability and performance while simultaneously reducing package size and weight.

6. Are there any disadvantages vs. competitive engines?

No, Mercury's new 150 FourStroke defies the traditional limitations of four-stroke technology by delivering the lightest, smallest, easiest-to-maintain, most versatile, and most durable package. As the largest displacement 150hp marine engine, this 3.0L power plant planes even the heaviest boats with ease and delivers outstanding performance and excellent fuel efficiency.

7. Does this signal the beginning of the end of direct injected engines from Mercury?

No. Mercury's OptiMax models are still extremely popular and will remain in the Mercury lineup, including the venerable 150 Pro XS for bass anglers. The Pro XS models continue to dominate the tournament bass circuit and are the choice of professional and weekend anglers alike.

8. Why is the new Mercury 150 FourStroke only available with mechanical throttle and shift and standard cable or hydraulic steering?

Mercury's new 150 FourStroke is designed to appeal to an even broader group of boaters from all walks of life and from all waters of the world. Compatibility with standard control systems and steering makes the new 150 FourStroke a more attractive power option for entry- and mid-level boats in addition to premium vessels. It also makes it the perfect choice for repowering boats with two-strokes or older generation four-strokes.



9. What motivated Mercury Marine to create this engine?

Several years ago, Mercury recognized that the global economy was showing signs of weakening and consumers were preparing to weather one of the worst recessions in history. We knew that when the volatile economy stabilized, boaters would seek an outboard that is easy to own, affordable, easy to maintain and fuel efficient – and would surpass all expectations for durability, reliability and performance so they could focus on enjoying boating and fishing with family and friends.

Mercury's new 150 FourStroke was born from Mercury's passion to take the world boating and fishing.

10. When will it be available?

The new Mercury 150 FourStroke will be available by December, 2011, in time for the 2012 boat show season.

11. Why does Mercury make three 150hp engines?

Mercury recognizes there are customer groups, such as the U.S. bass market, that prefer two-stroke technology – a field in which the OptiMax Pro XS still enjoys the highest popularity. There are also certain luxury boat segments – primarily in specific saltwater, offshore markets – that desire the higher level of technology and refinement offered only by Verado.

Mercury is committed to supporting these markets as long as a reasonable amount of demand exists.

12. Will there be a "Pro" version of the new Mercury 150 FourStroke?

Initially, Mercury's new 150 FourStroke will be available exclusively in standard models. Mercury continues to watch the tournament bass market closely, and if sufficient customer demand materializes for a Pro FourStroke at a 150hp level, we will respond accordingly.

13. Will there be a "Jet" version of the new Mercury 150 FourStroke?

Market demand for outboard jets in this power range has historically been very limited. However, should sufficient customer demand materialize for a factory-direct jet variant of this outboard, we can and will respond accordingly. In the interim, Specialty Manufacturing of San Leandro, Calif., offers a jet pump option that is compatible with the new Mercury 150 FourStroke (www.outboardjets.com).



14. How will this engine meet the needs of freshwater and saltwater boaters?

First and foremost, the new 150 FourStroke is designed, built, and tested to be the most durable 150hp four-stroke on the planet, which means it will start and run consistently and last longer on any body of water anywhere in the world. Further, by the time the new 150 FourStroke enters production it will have endured severe field testing in applications as varied as cold 20-foot saltwater swells off the west coast of Canada to commercial fishing in the warm waters of the Bahamas and the unprotected seas around Guadeloupe in the French West Indies. All told, thousands of hours of hard-core severe duty, real-world testing in applications the average boat operator will never endure.

Mercury is also well-regarded for best-in-class corrosion protection backed by the industry's only three-year limited corrosion guarantee.

As the smallest and lightest 150 FourStroke on the market, Mercury's new engine will easily fit under engine wells on pontoons and poling platforms on flats boats. Its low physical profile makes it easy to fish over and around and its low weight will maximize level flotation, fuel efficiency and performance on any boat type.

15. How will Mercury introduce its new 150 FourStroke to dealers and builders?
What about consumers?

Dealers and builders are currently seeing Mercury's 150 FourStroke at dealer meetings and regional events around the world, where they learn about its development and experience it on the water. U.S. consumers will see it at every major boat show in the country starting January, 2012. The new 150 FourStroke will make its global debut at the 2011 Genoa show during the first week of October.

16. Where is Mercury's new 150 FourStroke built?

The new 150 FourStroke is built at Mercury's headquarter facilities in Fond du Lac, Wis., U.S.A.



17. How versatile is this engine when it comes to controls and gauges?

This engine is designed to be easier to rig than any other 150. It is compatible with standard mechanical throttle and shift, dual cable steering, hydraulic steering, and even full electro-hydraulic power steering on twin-engine installations. It will display engine data with basic analog gauges or full SmartCraft digital instrumentation without having to swap out any sensors or senders. It is also compatible with Mercury's innovative Big Tiller system.

Repower is quick and easy, as the new Mercury 150 FourStroke will connect to any dual cable or hydraulic steering, mechanical Mercury rigging, analog or SmartCraft instrumentation that is currently in the boat, or whatever the consumer wants to upgrade to in the dash or console at any time. Finally, for the highest possible shift quality.

18. Why is the new 150 FourStroke the best choice for repower?

The new 150 FourStroke is the smallest and lightest – yet most durable – 150 four-stroke in the world, making it ideal for repowering older hulls with transoms that were not originally designed for the heavier weight of today's four-stroke engines. At only 24 pounds heavier than a 150hp OptiMax, the new 150 FourStroke is nearly as light as a two-stroke. Its smaller size and low tilt arc also make the 150 FourStroke perfect for boats with small transom wells, enclosed engine covers, poling platforms, etc.

Its 3.0L displacement will ensure performance rivaling many two-strokes, while providing excellent fuel efficiency.

Finally, this engine is the easiest 150 four-stroke to rig, with standard mechanical cables, dual cable or hydraulic steering compatibility, and the ability to run on either standard analog or full SmartCraft instrumentation straight from the factory. All connections under the cowl for throttle and shift cables, data harnesses, etc. are easily located and accessed for quick, intuitive, and hassle-free rigging. To ensure highest possible shift quality,

19. What kind of warranty does Mercury offer with this engine?

The new 150 FourStroke will feature Mercury's standard three-year limited, non-declining warranty and it will be eligible for any promotional warranties as well.