

# the *Power* of Product Demos

*the exciting experience of revolutionary products*

In the spring of 2009, with the boating industry taking direct hits from the full-on recession, Mercury Marine and Brunswick sister company Sea Ray got serious with their A to Z Tour, a series of "experience events" aimed at helping dealers present the revolutionary Axis and Zeus propulsion systems to consumers.

At stops along the Tour, Mercury and Sea Ray arrange for an illustration-covered display truck to appear at dealer events across the country. The truck is equipped with engines, information and appropriate signage. Mercury and Sea Ray work with dealerships to provide demonstration rides to consumers. Due to the incredible experiences delivered by Axis and Zeus, every test drive is a potential sale.

## *A to Z Tour*

Mercury and Sea Ray have long recognized that many would-be boaters are intimidated at the thought of taking the helm of a boat – specifically while docking or maneuvering around other boats. To resolve such anxieties, Mercury Marine introduced Axis, a control-and-navigation system for twin sterndrive applications that delivers precise maneuverability through joystick functionality. Meanwhile, CMD, a joint venture between Mercury Marine and Cummins Diesel, introduced Zeus, a game-changing pod-drive system for larger boats that provides the benefits of Axis, as well as improved overall performance.

In 2010, Verado-powered boats were added to the tour, making yet another revolutionary system available for consumer experience. Additionally, some events included boat brands beyond Sea Ray.





### *OptiMax Pro XS Tour*

Additionally, Mercury teamed with Triton and Nitro boat companies in the summer of 2010 in a brief-but-effective tour to demonstrate the superiority of the Mercury Pro XS outboard engine. Events were conducted in affiliation with the BASS Elite angling competitions, with the final experience event scheduled in conjunction with the 2010 BASS Elite championships.

With horsepower options ranging from 115hp to 250hp, the Pro XS family delivers the performance that top pros expect. Awesome acceleration, superior top speed and impressive fuel economy are features that anglers expect from a Pro XS. Testing these benefits at the BASS events allowed consumers to experience the power of Pro XS.

*If you're interested in conducting your own Mercury Experience event, contact your Regional Manager for more information.*