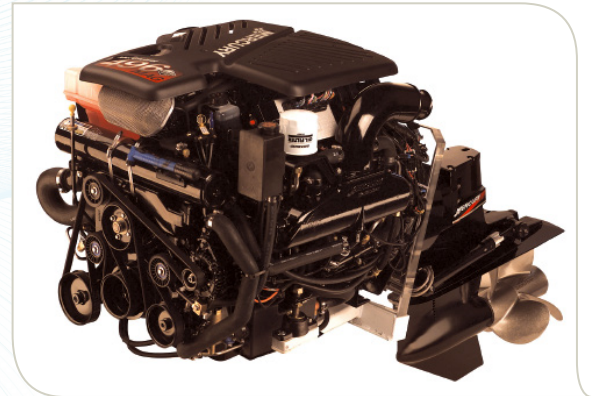


# MERCURY MERCUISER “CONNECTS” WITH CUSTOMERS TO SPEED BOAT MANUFACTURING AND SIMPLIFY SERVICING FOR BOATERS

*Localized engine assembly time reduced by 45-70%*

## **OPPORTUNITY**

Mercury Marine, the industry-leading provider of Mercury MerCruiser sterndrive engines and inboards, understands boaters’ drive for exploration and freedom on the water. The company continually improves its recreational boating products to create the perfect, streamlined engine system. Based on customer feedback, Mercury MerCruiser began seeking ways to help boat manufacturers improve productivity by reducing engine installation time. The company partnered with CPC to incorporate CPC’s advanced couplings within its marine engines and drives.



“As technology progressed and demand rose for more streamlined products, we looked to CPC for its advanced connection solutions. CPC had just the right products that allowed our customers, leading boat manufacturers, to enjoy greater ease during installation.”

— Matt Jaeger,  
Project Engineer,  
Mercury MerCruiser

## **SOLUTION**

Mercury MerCruiser “marinizes” automotive truck engines by adding fuel, electrical, exhaust and cooling system components to enable performance in water. To isolate seawater from critical engine components that need to remain dry, the connections used in marine engines and drives need to be watertight.

Mercury MerCruiser uses CPC’s APC series couplings to enable quick, one-step connections between sterndrives and both the speedometer and gear lube reservoir on boats. The advanced couplings replaced rubber hoses and hose clamps or push-and-turn devices that made assembly laborious and time consuming. The exclusive patented thumb latch and audible “click” features provide convenience for production operators, boat manufacturers, and service shop personnel.

## **RESULTS**

Eliminating the use of hose clamps and screws on Mercury MerCruiser’s sterndrives allowed boat manufacturers to save up to five minutes of installation time per engine. With CPC couplings, servicing personnel benefit from being able to easily drain seawater from the engine cooling system before boat storage. Mercury MerCruiser’s own production staff also enjoyed the benefits provided by CPC’s couplings. Employees responsible for localized portions of engine assembly have reduced production time by 45-70%.

With the right couplings on their sterndrives, Mercury MerCruiser is one big step ahead toward accomplishing its goal of making out-of-water processes as quick and convenient as possible.

**COLDER PRODUCTS COMPANY**  
U.S.A.

PHONE +1 651-645-0091  
FAX +1 651-645-5404  
TOLL FREE 800-444-2474

**COLDER PRODUCTS COMPANY GMBH**  
Germany

PHONE +49-6026-9973-0  
FAX +49-6026-9973-173

**COLDER PRODUCTS COMPANY LIMITED**  
Hong Kong

PHONE +852-2987-5272  
FAX +852-2987-2509