



news

may 2010

issue 1

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GO FOR IT!

- NEW TELEFLEX CATALOG

NEW TELEFLEX MARINE CATALOG

Over 250 pages featuring all Teleflex Marine steering, controls, and cable products. [Order online](#)

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Completely redesigned **SeaStar® Power Assist** hydraulic steering, for a car-like feel on the water.



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ADVERTISING MATERIAL.

Working for you - if you want to run a product ad just specify the size from the current 2010 ad list.

• STEERING UPDATE

NEW HYDRAULIC STEERING KITS



SEASTAR TILT STEERING KIT (CLASSIC) HK6400TC

The kit contains the following:

- 1- HH6541 SeaStar Tilt Helm, Classic, 1.7
- 1- HC5345 SeaStar Pivot Cylinder
- 2- HA5430 Hydraulic Oil (1 Liter)

SEASTAR TILT STEERING KIT (SPORT) HK6400TS

The kit contains the following:

- 1- HH6191 SeaStar Tilt Helm, Sport, 1.7 Remote Fill
- 1- HC5345 SeaStar Pivot Cylinder
- 2- HA5430 Hydraulic Oil (1 Liter)

SEASTAR YAMAHA STEERING KIT HK6500Y

The kit contains the following:

- 1- HH5271 SeaStar Helm 1.7
- 1- HC5358 Outboard Front Mount PP Cylinder
- 2- HA5430 Hydraulic Oil (1 Liter)

SEASTAR YAMAHA TILT STEERING KIT (CLASSIC) HK6500YTC

The kit contains the following:

- 1- HH6541 SeaStar Tilt Helm, Classic, 1.7
- 1- HC5358 Outboard Front Mount PP Cylinder
- 2- HA5430 Hydraulic Oil (1 Liter)

AVAILABLE ON THE WEB SITE

If you've missed any product or marketing updates they are all located on the Dealer Network area of the web, just login and have a look.

• F A Q S

YOUR QUESTION

If an engine is still under the original factory warranty, will using Sierra oil or lubes void the factory warranty?

OUR ANSWER

No, the factory warranty will still remain in effect. This is a common misconception that using non-engine manufacturer oils, lubes or other engine and drive parts will void the factory warranty. Sierra oils and lubricants meet or exceed the NMMA (National Marine Manufacturers Association) standards that all of the engine factory brand oils currently meet. Sierra oils meet the stringent TC-W3 and FC-W rating for 2-stroke and 4-stroke engines and Sierra offers an extensive selection of oils and lubes to exactly match the engine manufacturer's lubrication requirements.



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FEATURED DEALER

Lewis Boats is a full service boat dealer specializing in performance, pleasure, fishing, and pontoons boats. For the past twenty years, Lewis has offered a large selection of new and used boats, experienced service department, and retail accessories store. Their 2 ½ acre dealership has an award winning Service Department that specializes in engine repair, maintenance and fiberglass repair. According to owner Bill Lewis, “a key to remaining afloat throughout the economic downturn is to manage expenses, remain nimble, and focus on your existing customer base while developing new customers to expand your revenue opportunities.” Lewis Boats carries ample inventory to match the current economic conditions from all of the top manufactures, including Teleflex Marine and Sierra branded products.

• STEERING MATTERS

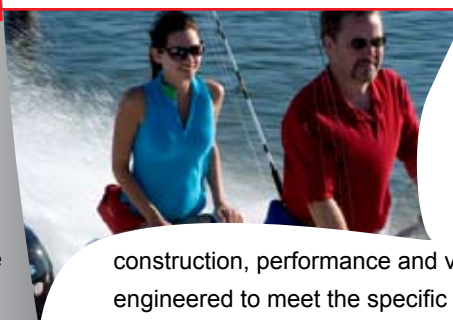
STEERING MATTERS

Automotive enthusiasts often talk about the superior “feel” of driving a finely tuned machine when relating a positive road experience. Where does this “feel” come from that empowers drivers with a sense of command, confidence and control? Right where the driver’s hands are — on the steering wheel.

For more than 25 years, Teleflex Marine has been dedicated to providing boat builders and boaters alike with premium quality hydraulic steering systems. From family runabouts to high-performance bass boats to offshore fishing machines to large express cruisers, this manufacturer provides a hydraulic steering solution for almost every craft. Teleflex Marine’s hydraulic steering line-up includes BayStar steering for smaller boats, SeaStar steering for a wide range of fresh and saltwater boats, SeaStar Pro steering for boats with high-speed outboard powered boats such as bass boats.

Teleflex also offers technically advanced SeaStar Power Assist (SPA) hydraulic steering, engineered to handle today’s high steering loads while providing smooth, consistent steering effort whether docking or running at high speed. There is simply nothing on the market that compares in terms of construction, performance and versatility. Each system is engineered to meet the specific performance needs of these vessels to provide the best control and operator feel, and robustly built to provide this performance over many seasons in the harsh marine environment.

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Teleflex Marine is the unquestioned leader in marine hydraulic steering, with more than 90-percent market share in North America. But this doesn’t mean there aren’t other, low cost systems trying to crack the North American boating market. Their value proposition to boat builders, dealers and consumers is centered on price — but when you dig into the details, they fall short of the engineering, construction and performance standards Teleflex Marine has set for every class of boat.

Teleflex supports every hydraulic steering system it builds with a two-year limited warranty, the strongest warranty and parts support in the business. And it provides boat builders and dealers with the support to install Teleflex steering properly and keep it operating at peak efficiency season after season.

This translates to satisfied boaters and repeat customers. When you take these many things into account: Quality, durability, performance, variety, dealer/customer support, and of course, the superior feeling of control that Teleflex hydraulic steering gives boaters, something becomes crystal clear. There may be several options when selecting hydraulic steering, but there is only one best choice for this critical component of today’s boats.

NEW OIL PACKAGING

All oil is not created equal, and it's vital to recognize and understand the differences. Sierra NMMA certified marine engine oils have been developed to meet the specific lubrication needs of marine engines operating under unique and challenging environmental conditions. This includes the development of specialized additives designed to inhibit corrosion and moisture and protect engine surfaces in a watery world.

SIERRA OFFERS THE WIDEST VARIETY OF OILS ON THE MARKET TO MATCH YOUR ENGINE'S NEEDS INCLUDING 4-STROKE, 2-STROKE, GEAR LUBRICANT AND ENGINE GREASE

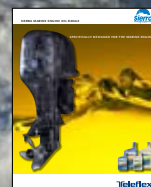


Sierra oil and lubricants are blended to the same high standards as the OEM oils and meet the same FC-W® and TC-W3® certification standards. Sierra offers specific oils for your brand of engine, not a "one size fits all" product.

NEW OIL DISPLAYS



- Easy to Assemble
- Consumer friendly
- Mobile, Free Standing Display
- More profits per square foot



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