

## **PLEASURECRAFT SIGNS MULTIYEAR CONTRACT WITH GENERAL MOTORS**

LITTLE MOUNTAIN, SC (October 4, 2017) – Pleasurecraft Engine Group is pleased to announce it has signed a multi-year contract extension with General Motors. Pleasurecraft and General Motors’ relationship dates back more than 40 years and for the last 20 years GM has been the exclusive powertrain in all Pleasurecraft engines.

In 2015, Pleasurecraft partnered with GM Marine to produce the PCM Hyperformance H5 and H6 — the first direct injection engines in the towports industry. The most powerful and fuel efficient engines currently on the market, the H5 and H6 engines with GM Marine’s Direct Injection Technology have made major advancements in our industry, pulled 10 world waterski records in the last two years.

Pleasurecraft President Mark McKinney stated, “Here at Pleasurecraft, we are renowned for our unique marinization process, which includes our patented exhaust system, our patented fuel system, our transmissions, and many other components. During this process, 250 components are added to GM blocks to produce a Pleasurecraft engine. We are excited to enter into this long-term contract and together, with GM, we look forward to continue introducing new technologies to the marine industry.”

Kris Mayer, GM’s General Director of Wholesale, Marine and Industrial Sales, added, “We have had a great relationship with Pleasurecraft for several decades. Pleasurecraft is one of our largest buyers of V8 marine engines and we are thrilled to continue in this partnership.”