



Mercury Marine achieves electrification milestone as first Avator™ electric outboards now shipping to global customers

FOND DU LAC, Wis. (April 18, 2023) — Mercury Marine, a division of Brunswick Corporation (NYSE: BC), has announced the first group of Avator™ 7.5e electric outboards has shipped to global customers, representing a major milestone in Mercury's electrification strategy. The 7.5e is the first of Mercury's five Avator electric propulsion systems to be announced this year. During the 2023 Consumer Electronics Show in January, the company officially launched the 7.5e and displayed concepts of Avator 20e and 35e, both of which will be released later in 2023. Two additional electrification product announcements from Mercury will be made before the end of the year.

"This is a historic and exciting day for Mercury Marine as we continue to deliver on our commitment to being the industry leader in both internal combustion products and electric propulsion," said John Buelow, Mercury Marine president. "We look forward to all our customers around the world having the opportunity to experience Avator and to have the brand be prominently displayed globally."

The award-winning Avator 7.5e electric outboard delivers clean, quiet power with innovative features that make it simple for boaters to enjoy the water. Additionally, the swappable 1kWh lithium-ion battery was developed in partnership with Mastervolt (Navico Group) and engineered exclusively for marine applications. It's a safe, reliable 48V power source that is IP67 rated for water resistance and has a vivid full-color display that tracks battery level and range for confidently exploring the water. Avator is the first propulsion system from Mercury to be compatible with the all-new Mercury Marine app, available for iOS® and Android™ devices.

U.S., ANZP, and EMEA customers and distributors will begin receiving the Avator 7.5e over the next few weeks with a steady stream of engines to be shipped throughout the year to all Mercury global customers. Those looking to power their boat with Avator are encouraged to contact their local dealer for more information on shipping dates. Learn more about Avator and Mercury's electrification strategy at MercuryMarine.com/Avator.