TAKE A CLOSER LOOK AT THE SMARTEST BUY IN STERN DRIVES.

MERCRUISER

40% OF THE COST OF
DEMAND YOUR

A boat is, without a doubt, a major investment. But did you realize that, on average, 40% of the cost of a boat is power? And rightfully so. Without dependable, durable, hard working power, the most beautiful boat in the world could become a very ugly experience. So you see, making a smart investment means demanding the best stern drive.

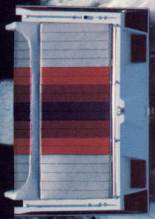
Who says MerCruiser® is the best? Nearly everyone. Even owners of competitive stern drives. They, along with MerCruiser owners, were asked to associate a number of stern drive attributes, such as dependability, durability, corrosion resistance, etc., to the appropriate brand of stern drive. This combined group of stern drive owners scored MerCruiser highest in 41 of the 42 categories.

We admit, that's research. But here's something from the real world.

MERCRUISER OUTSELLS ALL OTHER STERN DRIVES COMBINED.

There are many reasons. MerCruiser offers more models, to match the power to the boat you want. MerCruiser stern drives are available in more boat

YOUR BOAT IS POWER. MONEY'S WORTH.



models from more manufacturers. MerCruiser has more dealer service centers, with factory trained mechanics, for ready service wherever you boat. Just about every innovation in the stern drive industry was pioneered by MerCruiser. The sophistication of our testing and research departments is at the leading edge of the industry. And just as important, we start up and test each and every unit before we ship it. And perhaps the most revealing aspect of a MerCruiser is our outstanding resale value. Fact is, a boat with a MerCruiser in it is worth more. Period.

Now it's up to you. To make the right move, the smart move, there's only one thing you have to do. Demand MerCruiser.

INTRODUCING AUTO TRIM. THE LATEST IN A LONG LINE OF MERCRUISER INNOVATIONS.

Since the development of stern drives more than 20 years ago, MerCruiser has been the major innovator. Today our list of product features is still unmatched by anyone else in the industry. And the reason is quite simple. It's tough to hit a moving target.

Again this year, we are definitely on the move. With our revolutionary Auto Trim,™ we've moved out one more step ahead of the competition.

But before we get into Auto Trim, let's take a moment to explain why trimming a boat is so important.

To trim a boat, you adjust the angle of the drive unit, to minimize the resistance between the boat and the water. There was a time when the trim angle of the power unit was preset at the best position to get on plane, or the best position to cruise efficiently, or some fixed position in between. (Still true with some competitive models.) There was no way to compensate for load, water or other conditions. It was a compromise position, and extremely inefficient.

Then came Power Trim,™ originally developed and introduced by MerCruiser. Finally, it was possible to change the angle of the drive unit while underway. With the touch of a button, you could adjust the drive unit to change the attitude of the boat. You could get the boat on plane quicker. It also meant better fuel economy at cruise, greater top speed and a more comfortable ride.

And now this can all be accomplished automatically. MerCruiser's new Auto Trim system is to boating what cruise control is to automobile driving. It's a fully automatic trim system, the only unit of its kind, that makes the use of Power Trim virtually effortless under normal boating conditions and an ideal system for water skiing.

With Auto Trim, the best trim angle is automatically positioned. So the boater can rest assured that he is getting the best performance and economy from his stern drive, at all times.

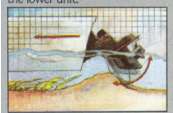
MerCruiser Power Trim is designed as an integral part and a standard feature of every stern

NO WONDER MORE PEO
THAN ALL OTHER STER

drive unit we offer. And now, new Auto Trim will be available as an option on selected boat models powered by the MerCruiser 260.

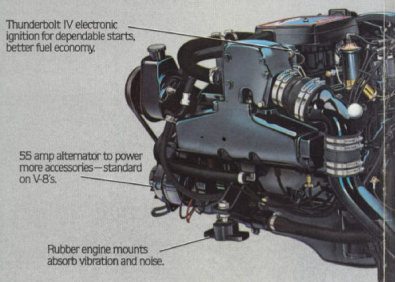
MAXIMUM IMPACT PROTECTION.

That brings us to another very basic MerCruiser advantage. The MerCruiser hydraulic system provides impact protection for the drive unit, should an underwater object be struck. The system incorporates dual hydraulic shock absorbers, which cushion both the upward movement of the lower unit on impact, and its return to the original position. This allows the driver to regain steering control quickly, and significantly reduces potential damage to the lower unit.



IMPROVED DIRECT ACTING STEERING.

A simplified "direct acting" steering assembly is easier to service and provides reliable, positive steering control. Some competitive brands have complex lever and gear systems that do not compare to the dependability provided by MerCruiser.

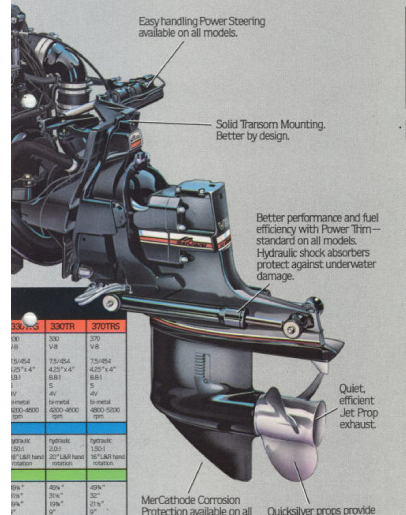


MERCRUISER STERN DRIVE SPECIFICATIONS

Engine	120	140	470	488	V-6	898	228	260
Horsepower	120	140	170	188	185	196	228	260
Cylinders	4-in-line	4-in-line	4-in-line	4-in-line	V-6	V-8	V-8	V-8
Displacement (litre/CID)	2.5/153	3.0/181	3.7/224	3.7/224	3.8/229	5.0/305	5.0/305	5.7/305
Bore & stroke	3.875"x 3.25"	4"x 3.6"	4.36"x 3.75"	4.36"x 3.75"	3.74"x 3.48"	3.74"x 3.48"	3.74"x 3.48"	4"x 3.48"
Compression ratio	8.5:1	8.5:1	8.8:1	8.8:1	8.3:1	8.3:1	8.5:1	8.8:1
Main bearings	5	5	5	5	4	5	5	5
Carburetion	2V	2V	2V	4V	4V	2V	4V	4V
Choke	electric	electric	electric	electric	bi-metal	electric	bi-metal	bi-metal
Full throttle operating range	3900-4300 rpm	4000-4600 rpm	4000-4200 rpm	4400-4800 rpm	4000-4800 rpm	4000-4600 rpm	4000-4600 rpm	4000-4600 rpm
DRIVE UNIT								
Shift	mechanical	mechanical	mechanical	mechanical	mechanical	mechanical	mechanical	mechanical
Gear ratio	1.98:1	1.98:1	1.84:1	1.84:1	1.84:1	1.65:1	1.50:1	1.32:1/1.50:1
Maximum prop diameter (in.)	16"	16"	16"	16"	16"	16"	16"	16"
DIMENSIONS								
Length (in.)	33¾"	33¾"	35"	36¾"	32"	36-3/16"	36-3/16"	36-3/16"
Width (in.)	21⅜"	21⅜"	23⅞"	26"	23⅞"	28⅜"	28⅜"	28⅜"
Height (in.)	19⅛"	19⅛"	19⅛"	19⅛"	20"	20⅜"	20"	20"
Depth (in.)	8¼"	8¼"	8¼"	8¼"	9"	9"	9"	9"
Total weight (lbs.)	590	620	722	753	772	893	907	1

Mercury Marine reserves the right to change models and specifications without notice.

PLE BUY MERCRUISER N DRIVES COMBINED.



330TRS	330TR	370TRS
00	330	370
-8	V-8	V-8
5/454	7.5/454	7.5/454
425" x 4"	4.25" x 4"	4.25" x 4"
8:1	8.8:1	8.8:1
	S	S
	4V	4V
ermetal	bi-metal	bi-metal
200-4600 rpm	4200-4600 rpm	4800-5200 rpm
ydraulic	hydraulic	hydraulic
50:1	2.0:1	1.50:1
0"/Left hand rotation	20"/Left hand rotation	16"/Left hand rotation
0"	45"	45"
0"	31"	32"
0"	19"	21"
0"	9"	9"
248	1262	1294

POWER STEERING.

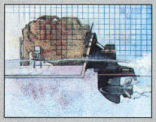
Power Steering is one of the most important features pioneered by MerCruiser. And it is available on all models, as standard equipment* on our 488, V-6 and V-8's, and as an option on the rest of our line. MerCruiser Power Steering eliminates torque on the steering wheel while on course, and most importantly, while making a turn. It provides effortless control and easier handling for all family members who drive the boat. This feature truly makes boating a pleasure, due to the precise control and ease in operating the boat.

SOLID TRANSOM MOUNTING.

Another MerCruiser design advantage is the solid transom mounting system. The drive unit and the engine are connected by a rugged, dependable "automotive type" universal joint. The drive unit is bolted to high strength metal transom plates, which maintain or improve the original transom

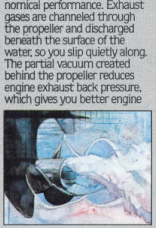
*Non Power Steering models also available.

strength. The engine can then be attached to the supports along the bottom of the boat. This mounting system utilizes rubber isolation mounts at all mounting points to minimize vibration and noise.



JET PROP® EXHAUST.

This ingenious MerCruiser innovation puts exhaust gases to work and, at the same time, gives you quieter, more economical performance. Exhaust gases are channeled through the propeller and discharged beneath the surface of the water, so you slip quietly along. The partial vacuum created behind the propeller reduces engine exhaust back pressure, which gives you better engine efficiency, with improved gas mileage.



WE NOT ONLY GIVE YOU MORE FOR YOUR MONEY, NOW WE'RE GOING TO PROTECT YOUR INVESTMENT. CORROSION PROTECTION AT ITS BEST.

While some other manufacturers were out trying to make a quick name for themselves as the "salt-water" stern drives, we were continuing our quest to make the corrosion problem nonexistent. We have always led the way in corrosion protection technology with such features as special marine aluminum alloys in all drive components. A 14-stage metal preparation process including chromatic coatings, special rinses and baked enamel finishes. Maximum use of stainless steel parts. An additional, external stainless steel grounding system to combat corrosion. And our Quicksilver MerCathode™ system.

Now we've taken corrosion protection one step further by making the MerCathode system available as a built-in option on our 120 hp through 260 hp stern drives.

Very simply, this new system combats corrosion by imposing a constant, reverse blocking voltage that stops the destructive flow of electrical current common in salt water. Over the life of your boat and engine, it could save you hundreds of dollars in replacement parts.

With innovations and advances like our new MerCathode system. Like our exclusive Thunderbolt IV™ solid state ignition system that provides dependable starting, better fuel economy and increased spark plug life. Like the sealing of the lower half of the flywheel housing to prevent bilge water from creating starting problems. Like our 55-amp output alternator that comes standard on all our V-8's to give you increased power to run additional accessories. Like the addition of a V-6 engine to our model line-up that demonstrates our continuing commitment to meet the needs of the boating public. With all of our product improvements, we remain nautical miles ahead of the competition.

And that is what MerCruiser is all about. The best investment. The best value. The best performer. You can't hope to buy the best boat if it doesn't have the best stern drive in it. It's up to you to demand the best. It's up to you to demand MerCruiser.

Mercury Marine, Fond du Lac, WI • Stillwater, OK
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