



Press Release

For Immediate Release

SEASTAR SOLUTIONS® INTRODUCES OPTIMUS ELECTRONIC POWER STEERING FOR SINGLE AND QUAD OUTBOARD APPLICATIONS

Owners Of Powerful New Outboard Powered Boats Can Experience Enhanced Command And Control

(Litchfield, IL, February 12, 2015) – As new boats increase in power and sophistication, power steering has emerged as a “must-have” option for today’s discerning boat buyer, and Optimus Electronic Power Steering (EPS) from SeaStar Solutions has lead the way in both performance and technology. Originally available for boats with twin or triple outboard application, SeaStar is proud to introduce new systems for boats with single and quad outboards. With the introduction of these new systems, SeaStar Optimus EPS will provide the same significant advantages in handling to owners of a full range of outboard-powered boats.

Initially introduced as part of SeaStar’s breakthrough Optimus 360 joystick docking system, Optimus EPS features several remarkable characteristics that improve and enhance the experience of steering a boat. Both adjustable and programmable, Optimus EPS allows the user to tailor how the boat handles to his/her personal preference, in addition to making steering a boat a much easier job. New single and quad solutions will provide the same advanced benefits enjoyed by owners of the original systems:



- As with all Optimus EPS solutions, these new systems can be set to auto-adjust steering resistance in relation to boat speed and the handling characteristics of the vessel, as well as to match operator preference.
- Furthermore, like all Optimus EPS solutions, new single and quad systems can be programmed to change wheel-to-wheel lock ratio depending upon the rpm of the engine(s). For example, when running at cruising speeds, wheel-to-wheel lock can be set to 6 or 7 turns, requiring significant movement to effect a directional change and making it easier to keep on course. At low speeds, the wheel-to-wheel lock ratio will automatically change to 3-4 turns.

Now, smaller movements of the steering wheel affect a more significant change in direction, making it easier to maneuver in tight quarters or when docking or entering a slip.

“With single outboard boats being rigged with more and more powerful outboard engines, Optimus EPS provides unparalleled ease of steering effort and precision control to this growing segment,” said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions. “And with quad rigs, Optimus EPS’ tie-bar system provides control without the need for added electronics and actuators, providing not only performance, but value as well,” added Douglass.

Combining both brains and brawn, the Optimus EPS system delivers performance and reliability that match today’s high quality boats. The brains reside in the system’s Pump Control Module (PCM) and in the system’s “smart” hydraulic cylinders. The electronic helm takes operator input and converts steering wheel rotation to electronic signals that travel on the boat’s CanBUS network to the PCM.

The PCM then drives the brawn of the system, the hydraulic pumps, which provide the steering action to each outboard. Smart cylinders on each engine provide feedback regarding precise location so the system is always positionally aware. Whether operating single, twin, triple or quad outboards, Optimus EPS’ robust components and built-in redundancy deliver reliable operation and durable performance day after day, season after season.

And like all Optimus systems, these new Optimus EPS systems easily interface with Optimus-certified autopilot systems, including new models from Garmin[®], Raymarine[®], and Simrad[®] and can be installed without the need for an additional pump, hydraulic plumbing or complex purging procedures.

For more information on SeaStar Solutions’ Optimus EPS system, or on their full line of steering and control systems, engine and drive parts and other essential marine products, contact SeaStar Solutions, 1 Sierra Drive, Litchfield, IL. Phone 217-324-9400, or visit their website, www.seastarsolutions.com.

About SeaStar Solutions

SeaStar Solutions is the leading global provider of OEM and aftermarket products and accessories for the recreational marine and related markets. Sold around the world under the SeaStar, Sierra, BayStar, Shields, Detwiler, Inca, Mallory, Prime Line and Proheat brands, the Company’s products are recognized for their quality, reliability and technical innovation. For more information, please refer to the Company’s website at www.seastarsolutions.com.

About American Securities LLC

Based in New York with an office in Shanghai, American Securities is a leading U.S. private equity firm that invests in market-leading North American companies with annual revenues generally ranging from \$500 million to \$2 billion. American Securities and its affiliates have approximately \$10 billion under management. American Securities is currently investing from its sixth fund. The firm traces its roots to a family office founded in 1947 to invest and manage a share of the fortune created from the growth of Sears, Roebuck & Co in the early 1900s. More information about American Securities can be found at www.american-securities.com.

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