



Press Release

For Immediate Release

SEASTAR SOLUTIONS INTRODUCES SIERRA ONLINE APPLICATION RESOURCE (SONAR) PARTS LOOKUP SYSTEM AND DIGITAL CATALOG

New Tool Showcases Full-Feature Functionality, Including Search Capability Against Sierra's Extensive Parts Catalog

(Litchfield, IL, September 01, 2015) – For years, dealers and service techs have hunched over stacks of well-worn catalogs in search of parts and part numbers. Now, that practice is on its way to the dustbin of history, thanks to SONAR – the new Sierra Online Application Resource.

A dedicated team of Sierra application specialists, software engineers and digital designers has been hard at work on SONAR. They're now ready to release a new tool that harnesses Sierra's extensive marine engine and drive parts knowledge and the proven Sierra catalog to provide dealers



with a resource for quickly finding the Sierra parts they use every day. SONAR provides not only searchable part numbers, but detailed exploded drawings of key engine systems, extensive application information and Sierra/OEM part number cross-references.

"The SONAR system is easy to use, with clearly-defined navigation and well-designed pages that present information in an intuitive manner," said Tom Douglass, SeaStar Solutions Vice President of Sales and Marketing. "We want to make the transition from those dog-eared catalog pages to a computer screen relatively painless," he added.

Consumers and dealers can use the handy pull-down menu to search for a specific Sierra or OEM part number. They can also search available parts by engine model simply by entering the engine brand, model number or description, model year, horsepower and/or serial number. Diagrams and exploded views are also available for many models, allowing the tech to search for and identify a specific part within a component or system. An online FAQ (Frequently Asked Questions) section can be easily referenced for more information and basic instructions.

Starting September 1st, users will be able to access the full site by visiting <http://catalog.seastarsolutions.com/>.

The site will be fully functional, including the ability to use all the tools, as well as to create, save and print pick lists of parts for specific jobs. Initially, the Search by Model functionality will include all Johnson/Evinrude and Mercury/Mercruiser engine and drive parts that are currently found in our Sierra printed catalog. Search for additional OE brands will be released in future updates.

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The September 1 launch date is important for the development team, as well as for consumers and dealers, but it only marks the beginning. New part numbers and applications are being added to the database every day, increasing the value of SONAR to users. “Every time a consumer or dealer returns to the site, they’re going to find more going on,” added Douglass. “You could say this is a work-in-progress, but we’re working hard to make SONAR the most complete and easy-to-use parts resource for all our customers.”

User feedback is also central to making continual upgrades to the system, especially during the first few months the site is available. “That’s why SONAR includes a built-in user feedback system,” said Douglass. “The Sierra SONAR team is encouraging dealers and techs to share their impressions of the new system so we can make it better and better.”

To access SONAR, the Sierra Online Application Resource, and see how this system can streamline your parts research process, visit <http://catalog.seastarsolutions.com/>. For the first few months, unlimited access is available to the entire site without needing to register or set up an account.

For more information on SONAR, Sierra’s full catalog of engine and drive parts, or SeaStar Solutions’ full range of steering and control products, visit 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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