

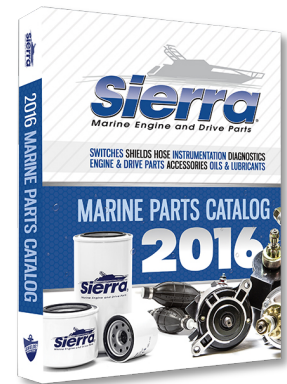
For Immediate Release

## SIERRA EXPANDS 2016 LINE WITH OVER 150 NEW PRODUCTS

### SeaStar Solutions' Engine and Drive Parts Division Introduces New Products Dealers Need To Maintain And Repair Today's Recreational Marine Fleet

(Litchfield, IL, September 15, 2015) – Sierra International is expanding its 2016 product line to offer dealers an even more complete inventory of aftermarket engine and drive parts and accessories. The company is adding a wide range of new engine parts for all late model outboard, marine and PWC engines, as well as marine generators. All the new products can be found in Sierra's new 2016 product catalog and their new online parts lookup system called SONAR is now online as well.

“As the marine market evolves, Sierra is keeping pace with the new products and systems dealers need to maintain and repair today's high tech engines,” said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions. “Whether it's a major component like a high pressure fuel pump or alternator, or a seemingly small gasket or O-ring, we pride ourselves on having the right part for practically any job – and now we're making it easier than ever to get it.”



Highlights of new-for-2016 Sierra products include dry-joint manifolds and related gasket kits for newer OEM engine blocks, as well as alternators for popular Honda outboards. Dealers will also find an expanded lineup of fuel filtration and oil change kits for Yamaha outboards, and remanufactured TKS-style carburetors for 5.0- and 5.7-liter Mercruiser engines. In addition, Sierra is adding high flow cylinder heads to their High Performance section.



Sierra has also recently announced a new online parts lookup system. The Sierra Online Application Resource will provide distributors, dealers and boat builders with an easy-to-use tool to research, identify and cross-reference the parts they need online. Dealers are invited to check out the new system by visiting [catalog.seastarsolutions.com](http://catalog.seastarsolutions.com).

Distributors and dealers can count on product availability and quick delivery from Sierra's state-of-the-art distribution center in Litchfield, IL. Sierra also continues to offer its “best in the industry” limited Lifetime Warranty, assuring its customers of quality, performance and reliability.

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Dealers and distributors interested in these new products can call their Sierra sales representative today for more information. To learn more about Sierra's new products for 2016, and their complete line of engine and drive products, controls and cables, instrumentation and steering systems, visit [www.seastarsolutions.com](http://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](http://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](http://www.american-securities.com).

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For more information contact:  
Rick Hauser  
(805) 427-5259 or [rickhauser@rickhausergroup.com](mailto:rickhauser@rickhausergroup.com)