

Press Release

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SEASTAR SOLUTIONS TO CELEBRATE SIERRA'S 50TH ANNIVERSARY IN 2016

Company's Engine and Drive Parts Distribution Division Will Mark The Event With Several Major Events

(March 2016 - Southampton, UK) - SeaStar Solutions, the leading manufacturer of marine steering and control systems, engine and drive parts and a wide range of OEM and aftermarket components, is proud to announce the 50th Anniversary of its Sierra parts and distribution division.

“Sierra Supply Company was acquired in 1966 as a division of Echlin, Inc.,” said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions, and Sierra alumnus. “Although Sierra has been a part of several other corporations over the years, it has found a home with SeaStar Solutions. With world class distribution facilities and an ever-growing line of products, Sierra has evolved to become a vital part of the marine business.”



With a dedicated team of over 200 people, Sierra operates a 174,000 square foot, state-of-the-art distribution centre in Litchfield, IL. “Marine dealers around the world take delivery of Sierra parts practically every day,” said Joe Holtschulte, Vice President and General Manager of Sierra. “Over the past 50 years, we’ve continually improved customer service by adopting the best in technology, distribution methods and systems. That’s why we’re able to offer today’s customers the same or next day shipment on special orders, and our turnaround on stocking orders doesn’t take much longer.”

While the official 50th Anniversary won’t be formally celebrated until the actual date of 22 December 2016, the company is planning several events to be scheduled during the coming months, including a Company/Community picnic this summer at Sierra’s headquarters in Litchfield, IL, and special events at many of this fall’s upcoming distributor shows. Details on these and other events will be announced later this year.

Sierra manufactures and distributes a wide range of engine and drive parts for all major OEM marine engine brands. Every year, Sierra introduces hundreds of new products to keep pace with the advances in engine technology. In addition, it markets a line of engine oils, lubricants and additives, electronics and instrumentation, and tools and diagnostic equipment.

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For more information on Sierra Engine and Drive Parts, or SeaStar Solutions and its full range of marine steering and control products, please 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, 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.

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