



For Immediate Release

**SEASTAR SOLUTIONS AND CREST MARINE ANNOUNCE AVAILABILITY OF OPTIMUS EPS AS STANDARD EQUIPMENT ON SELECT 2018 CREST PONTOON BOATS**

**Crest Is The First Pontoon Manufacturer To Standardize Optimus Electronic Power Steering On A Majority of their 2018 Offering**

**(Litchfield, IL, July 21, 2017)** – Crest Marine is, indeed, riding the crest of the wave of pontoon boat popularity. In fact, since 2014, Crest pontoons have been the fastest growing brand in the category.

Just as pontoon boats have been gaining in overall popularity, so too have triple tube models, making up 40% of total pontoon sales. Triple tube pontoon boats are the choice for high performance pontoon boats and are especially popular with water sports enthusiasts who want to water ski, wakeboard or wake surf.

With 70% of Crest pontoons featuring triple tube hulls, ease of handling is a vitally important part of the user experience. As a result, Crest has partnered with SeaStar



Solutions to include SeaStar's Optimus EPS Electronic Power Steering system as standard equipment on all 2018 Classic, Caribbean, Continental, Savannah and Coastal boat models with their CP3 hull.

"We want our customers to experience the very best in performance and handling," said Joe Antonneau, Senior Vice President of Sales and Marketing for Crest Marine. "That's why you'll find SeaStar's state-of-the-art electronic power steering system as standard equipment on our top models."

In addition to the overall ease of Optimus power steering, skippers will appreciate the move up to Optimus' speed-adaptive technology – a feature not available with typical power steering systems. For instance, steering resistance can be programmed to increase or decrease with engine rpm, providing reduced steering effort at slow speeds when maneuvering in the marina. In open water, running at higher cruising speeds, steering effort increases to help maintain a straight course line.

Lock to lock turn ratios can also be programmed to adapt to boat speed. Again, at slow speeds in the marina, steering can be set to minimal turns lock-to-lock, allowing for precise maneuvering in close quarters. When running in open waters, the system will automatically increase the steering to pre-set higher turns lock-to-lock so smaller movements of the steering wheel do not result in major course corrections.

"Crest has always been focused on the comfort of the consumer at the wheel of their boats. Because of that, they've been an industry leader in adopting SeaStar's new steering technology," said Chris Conard, National OEM Sales Manager for SeaStar Solutions. "We're proud to have our best steering system ever, Optimus EPS, featured on all their top triple-tube models."



## Press Release

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For more information on Crest Marine, visit [www.crestpontonboats.com](http://www.crestpontonboats.com). For more information on SeaStar Solutions Optimus EPS system, 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, 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**

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