

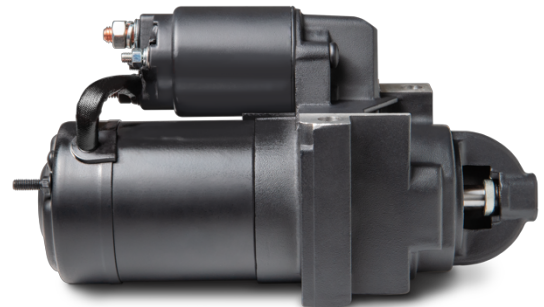
For Immediate Release

**NEW STARTERS FROM SIERRA OFFER IMPROVEMENTS
IN PERFORMANCE AND RELIABILITY**

(Litchfield, IL – February 7 14, 2019) Consider the starter. Not the most glamorous piece of hardware. Often overlooked and mostly forgotten...until it doesn't work. Sierra Marine Engine and Drive Parts understands the vital role the starter plays in every good day of boating. That's why they have invested significant time and resources to improve and enhance the performance and reliability of their new starters for late-model GM marine engines.

"Taking a good, hard look at our own products, listening to our customers and studying the competition gives us the kind of insights into product design that help us make real performance improvements, not just cosmetic changes," said Eric Fetchko, President of Dometic Marine Americas. "These new starters are a good example of how we approach product development at SeaStar and Sierra."

Performance improvements start with the design of the solenoid. Materials used have been upgraded across the board, including a longer battery stud for easier installation and a more robust wiring harness to connect the solenoid to the starter motor. The improvements in electrical efficiency allow Sierra's starter to function with a lower current pull, so that even when the battery is partially discharged, the starter will still engage and get the engine up and running.



Other improvements include a strengthened clutch gear spring designed for longer service life, an upgraded planetary seal and a high-quality marine-grade paint job to better protect the housing.

Reliability in marine starters is almost always related to water somehow getting inside the housing and wreaking havoc. To tackle this problem, Sierra engineers have upgraded the housing and seals to make sure water cannot enter in the first place. As a failsafe measure, a one-way duckbill valve has been installed to allow any water that might get inside the housing to be expelled.

Sierra's new line of starters shows how attention to detail can improve the design, performance and reliability of any engine part. For more information on Sierra starters, or any the thousands of products available for the repair and maintenance of marine engines, please visit www.sierramarine.com.



Press Release

About Dometic

Dometic is a global market leader in branded solutions for mobile living in the areas of Climate, Hygiene & Sanitation and Food & Beverage. Dometic operates in the Americas, EMEA and Asia Pacific, providing products for use in recreational vehicles, trucks and premium cars, pleasure and workboats, and for a variety of other uses. Dometic offers products and solutions that enrich people's experiences away from home, whether in a motorhome, caravan, boat or a truck. Our motivation is to create smart and reliable products with outstanding design. We operate 28 manufacturing/assembly sites in 11 countries, sell our products in approximately 100 countries and manufacture approximately 85% of our products sold in-house. We have a global distribution and dealer network in place to serve the aftermarket. Dometic employs approximately 8,800 people worldwide, had a net sales of SEK 14.0 billion (\$1.7 billion USD) in 2017 and is headquartered in Solna, Sweden.

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