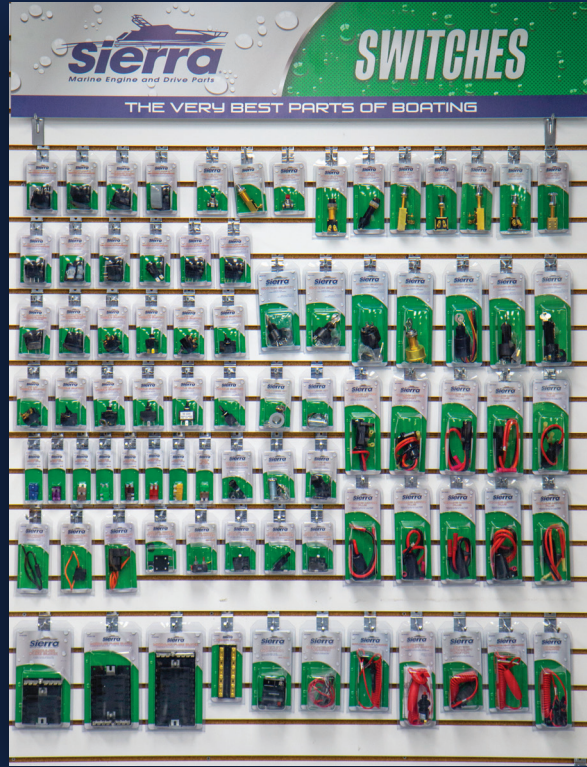


**GROW YOUR SALES WITH OUR
SIERRA POP DISPLAYS!**

With the market more competitive than ever before, it is important to ensure your business stands out from the crowd. We can help you maximize sales by making the most of your retail space.

Packed with our best-selling products, these POP displays features eye-catching and colorful packaging that will increase your sales. The selection of Sierra products will allow the customer to easily choose what they need with a selection of parts that work beautifully together!



MERCHANDISING GUIDE
FUEL & SWITCH PRODUCTS

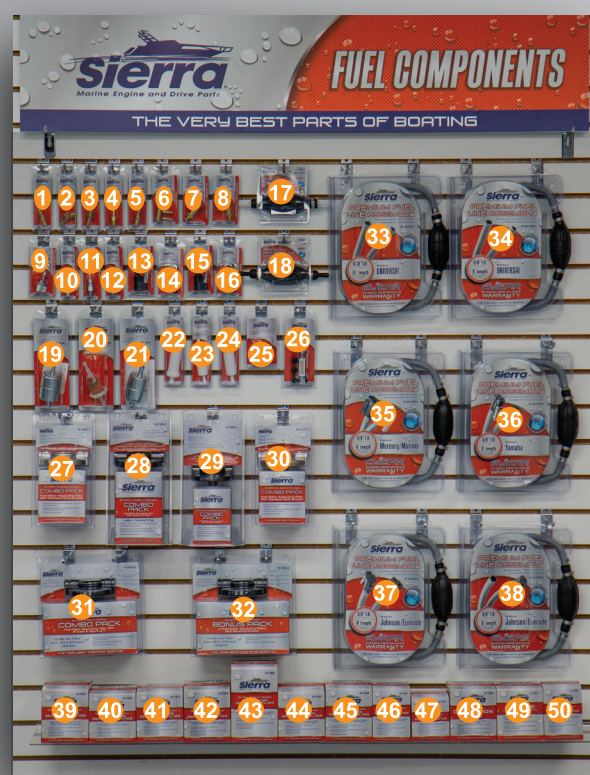
RA A WORLD LEADER IN MARINE PRODUCTS GE
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Part No. BROCH-RETAILFSC
8 08282 37743 4



NO.	PART NO.	DESCRIPTION
1	18-8074	HOSE BARB
2	18-8067	HOSE BARB
3	18-8108	HOSE BARB
4	18-8042	HOSE BARB
5	18-8055	HOSE BARB
6	18-80402	TANK CONNECTOR
7	18-8077-1	TANK CONNECTOR
8	18-8063	TANK CONNECTOR
9	18-8079	SUZUKI CONNECTOR
10	18-8078	SUZUKI CONNECTOR
11	18-80400	TANK CONNECTOR
12	18-80401	HONDA CONNECTOR
13	18-8092	BRP CONNECTOR
14	18-80403	HONDA CONNECTOR
15	18-8076	MERCURY CONNECTOR
16	18-8091	MERCURY CONNECTOR
17	18-8004S	5/16" PRIMER BULB
18	18-8005S	3/8" PRIMER BULB
19	18-7856-1	FUEL FILTER
20	18-7723	FUEL FILTER
21	18-7857-1	FUEL FILTER
22	18-7831	FUEL FILTER
23	18-7829	FUEL FILTER
24	18-7830	FUEL FILTER
25	18-7791	REPLACEMENT FILTER FOR 18-7790
26	18-7790	FUEL FILTER KIT - UNIVERSAL
27	18-7984-1	FUEL WATER SEPARATOR KIT
28	18-7966-1	FUEL WATER SEPARATOR KIT
29	18-7965-1	FUEL WATER SEPARATOR KIT
30	18-7777-1	FUEL WATER SEPARATOR KIT
31	18-7932-1	RACOR STYLE FUEL WATER SEPARATOR
32	18-7982-2	FUEL WATER SEPARATOR KIT
33	18-8032S-1	FUEL LINE ASSEMBLY - UNIVERSAL
34	18-8015S-1	FUEL LINE ASSEMBLY - UNIVERSAL
35	18-8016S-1	FUEL LINE ASSEMBLY - MERCURY
36	18-8017S-1	FUEL LINE ASSEMBLY - YAMAHA
37	18-8009S-1	FUEL LINE ASSEMBLY - JOHNSON/EVINRUDE
38	18-8014S-1	FUEL LINE ASSEMBLY - JOHNSON/EVINRUDE
39	18-7845	FUEL WATER SEPARATOR FILTER
40	18-7944	FUEL WATER SEPARATOR FILTER
41	18-7919	FUEL WATER SEPARATOR FILTER
42	18-7945	FUEL WATER SEPARATOR FILTER
43	18-7866	FUEL WATER SEPARATOR FILTER
44	18-7948	FUEL FILTER 10 MICRON
45	18-7946	FUEL WATER SEPARATOR FILTER
46	18-7968	FUEL WATER SEPARATOR FILTER (BLUE SENSOR)
47	18-7989	FUEL WATER SEPARATOR FILTER
48	18-7924	COLLECTION BOWL
49	18-7922-1	AQUA-VUE BOWL
50	18-7967	FUEL WATER SEPARATOR FILTER (BLACK SENSOR)



**CUSTOMIZE YOUR DISPLAYS.
ATTRACT MORE CUSTOMERS.
SELL MORE PARTS.**

Whether you are considering a full refit, a partial makeover or you're planning to open a new business, Sierra can help. Your retail environment is a key business asset and we can help ensure it is designed with your business goals and, more importantly, your customers in mind.

DIMENSIONS:

Fuel Display: 5' 1" x 4'

Switch Display: 5' 3" x 4'

Products ordered individually.

NO.	PART NO.	DESCRIPTION
1	RK19830TP	SWITCH, CONTURA III ON-OFF-ON BLACK/GRAY DP ILL
2	RK19400-1	SWITCH, CONTURA II ON-OFF
3	RK19540-1	SWITCH, CONTURA II ON-OFF-ON ILL DP
4	RK19700TP	SWITCH, CONTURA III OFF-ON ILL BLACK/GRAY
5	MP39680	BUTTON, HORN BLACK
6	MP39310	SWITCH, PUSH BUTTON BRASS CH BUT
7	MP39690	BUTTON, HORN RED
8	MP39320	SWITCH, PUSH BUTTON BRASS W/BOOT
9	MP39160	SWITCH, PUSH BUTTON
10	MP39580	SWITCH, PUSH PULL OFF-ON(1)-ON(1&2) BRASS KNOB
11	MP39380	SWITCH, PUSH PULL OFF-ON PLA KNOB WIRE LEADS
12	MP39570	SWITCH, PUSH PULL OFF-ON(1)-ON(1&2) PLA KNOB
13	MP39530	SWITCH, PUSH PULL OFF-ON BRASS KNOB
14	MP39520	SWITCH, PUSH PULL OFF-ON PLA KNOB
15	RK19850TP	SWITCH, CONTURA III (ON)-OFF-(ON) BLACK/GRAY DP
16	RK22120	ACTUATOR, CONTURA 3 BLACK WILL LEN
17	RK19890TP	SWITCH, CONTURA III ON-OFF-ON BLACK/GRAY ILL DP
18	RK19480-1	SWITCH, CONTURA II (ON)-OFF-(ON) DP
19	RK19320	SWITCH, CONTURA V (ON)-OFF-(ON) SPDT
20	RK19780	SWITCH, CONTURA III (ON)-OFF-(ON) SPDT
21	RK19440-1	SWITCH, CONTURA II OFF-ON ILL
22	RK19460-1	SWITCH, CONTURA II ON-OFF-ON ILL
23	TG40300	SWITCH, TOGGLE OFF-ON TIP LIT
24	TG23010	SWITCH, TOGGLE SATIN CHROME ON-OFF-ON
25	TG23000	SWITCH, TOGGLE SATIN CHROME ON-OFF
26	TG40030-1	SWITCH, TOGGLE OFF-MOM ON
27	MP39760	SWITCH, IGNITION 3 POS MAG PC
28	MP41000	SWITCH, IGNITION 3 POS MAG PC
29	MP41030	SWITCH, IGNITION 3 POS CON CAP
30	MP39060-1	SWITCH, IGNITION BRASS 3 POS CON
31	MP41070-2	SWITCH, IGNITION 3 POS MAG POTTED PC
32	MP41040	SWITCH, IGNITION 4 POS CON CAP
33	MP39090	SWITCH, IGNITION POLY 3 POS MAG LN CAP
34	TG40320	SWITCH, TOGGLE ON-OFF-ON TIP LIT
35	TG40040-1	SWITCH, TOGGLE ON-OFF-ON
36	TG23020	SWITCH, TOGGLE SATIN CHROME ON-OFF-ON DP
37	TG40450-1	SWITCH, TOGGLE ON-OFF-ON DP
38	TG40050-1	SWITCH, TOGGLE MOM ON-OFF-MOM ON
39	TG40020-1	SWITCH, TOGGLE OFF-ON
40	CL49310	LOCK, CAM 5/8" DEPTH
41	CL49320	LOCK, CAM 7/8" DEPTH
42	WH10470-1	SOCKET, FEMALE BOAT SIDE 12V
43	WH10490-1	SOCKET, FEMALE MOTOR SIDE 24V
44	WH10530-1	SOCKET, FEMALE MOTOR SIDE 12V
45	WH10550-1	SOCKET, FEMALE MOTOR SIDE 24V
46	WH10480-1	PLUG, MALE MOTOR SIDE 12V
47	FS79550	FUSE ATO 15A
48	FS79500	FUSE ATO 3A
49	FS79520	FUSE ATO 5A
50	FS79580	FUSE ATO 30
51	FS79530	FUSE ATO 7.5A
52	FS79540	FUSE ATO 10A
53	FS79560	FUSE ATO 20A
54	FS79690	FUSE KIT ATO
55	FS45430	FUSE HOLDER, PANEL MOUNT
56	CL49330	LOCK, CAM 1 1/8" DEPTH
57	MP49410	LOCK, GLOVE BOX
58	FS69130	FUSE HOLDER, W/ 30A ATO FUSE
59	FS45410	FUSE HOLDER, ATP TO 20 AMPS
60	FS35870	FUSE HOLDER ATO
61	CB41210	CIRCUIT BREAKER, WHT PLUNGER 10 AMP
62	CB43250	CIRCUIT BREAKER, MAN RESET 50 AMP
63	CB41220	CIRCUIT BREAKER, WHT PLUNGER 15 AMP
64	CB41230	CIRCUIT BREAKER, WHT PLUNGER 20 AMP
65	CB41200	CIRCUIT BREAKER, WHT PLUNGER 5 AMP
66	WH10610-1	PLUG, MALE V GROOVE, BOAT SIDE 12V
67	WH10520-1	PLUG, MALE BOAT SIDE 12V
68	WH10600-1	SOCKET, FEMALE V GROOVE, MOTOR SIDE 12V
69	WH10540-1	PLUG, MALE BOAT SIDE 24V
70	WH10500-1	PLUG, MALE MOTOR SIDE 24V
71	FS40420	FUSE BLOCK, 6 GANG W/BB
72	FS40740	FUSE BLOCK, 10 GANG
73	FS40440	FUSE BLOCK, 14 GANG W/BB
74	FS40680	JUNCTION BLOCK, 6 GANG
75	CB60000-1	CIRCUIT BREAKER, RESETTABLE 60A
76	MP28880	IGNITION LANYARD OMC 95 & OLDER
77	MP28860	IGNITION LANYARD YAMAHA
78	MP40970-1	SWITCH, EMERGENCY CUT OFF
79	MP28870	SWITCH, EMERGENCY CUT OFF
80	MP40980	LANYARD, COILED FOR MP40970-1
81	MP28850	UNIVERSAL LANYARD

SWITCHES

SIGNAGE

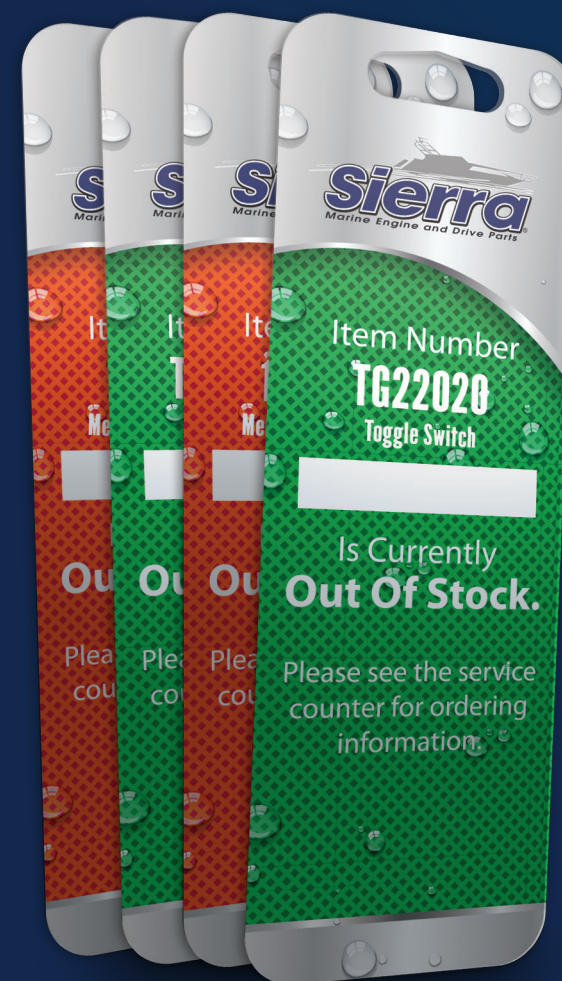
Strong, contemporary signage designed to promote the brand and stop traffic. Dimensions: 4' x 10"

Part No. SIGN-FUEL

Full Color Fuel Display Sign

Part No. SIGN-SWITCH

Full Color Switch Display Sign



RE-STOCKING IS EASY FOR YOUR SIERRA POP DISPLAY

Place product hangtags (left) on hangers and behind products on shelves for reference and quick restocking. Dimensions: 1.5" x 4.5"

To order Fuel Reorder Tags only:

Part NO. TAGS-FUEL

To order Switch Reorder Tags only:

Part NO. TAGS-SWITCH