



Peter Kilgore
VP Marketing
IMTRA
pkilgore@imtra.com

Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com

FOR IMMEDIATE RELEASE:
February 16, 2022

SLEIPNER PARTNERS WITH MERCURY TO INTEGRATE BOW THRUSTERS WITH VERADO OUTBOARDS VIA JOYSTICK CONTROL

New Bedford, Mass. – IMTRA, the leading manufacturer and importer of quality solutions and products for the marine, energy and transportation markets, announced today that Mercury Marine® has teamed up with Sleipner to become the first engine manufacturer to integrate an outboard joystick engine control system with proportional speed bow thrusters. Mercury's Joystick Piloting for Outboards (JPO) when paired with Sleipner's proportional bow thrusters and proprietary S-Link™ network, allows users to take full advantage of the intuitive maneuvering system. Previously, the thruster system and the engine joystick system were independent with separate controls. Now Mercury JPO combines these into the single joystick for more intuitive 360-degree control. The new, integrated Joystick Piloting for Outboards will be on display at the 2022 Miami International Boat Show in IMTRA's booth, #MB4600 and Mercury's booth, #MB1700 and will be available in March, 2022.

Mercury joins the long list of engine and gearbox manufacturers that already integrate with Sleipner thrusters and S-Link like ZF, Twin Disc, XENTA, mtu, Glendinning, Yanmar, Volvo and others. Ideal for outboard-powered boats from 20- to 65-feet, the proportional thrusters are designed for operators looking for more control in tight spaces and in windy conditions. With Sleipner proportional thruster systems, boaters are able to use a smaller amount of continuous thrust, rather than a series of short, full-power bursts. Not only is this more intuitive, but it results in a quieter and smoother maneuver.

"We're very excited to be a part of this industry-first functionality using technologies from Sleipner and Mercury," said Peter Nolet, DC Thrusters Product Manager, IMTRA. "The designers at both companies worked in concert to give users the most advanced outboard joystick control system on the market. The ease of use of this system is second to none and we look forward to bringing it to boaters throughout the United States."

-more-

SLEIPNER PARTNERS WITH MERCURY TO INTEGRATE BOW THRUSTERS WITH VERADO OUTBOARDS VIA JOYSTICK CONTROL

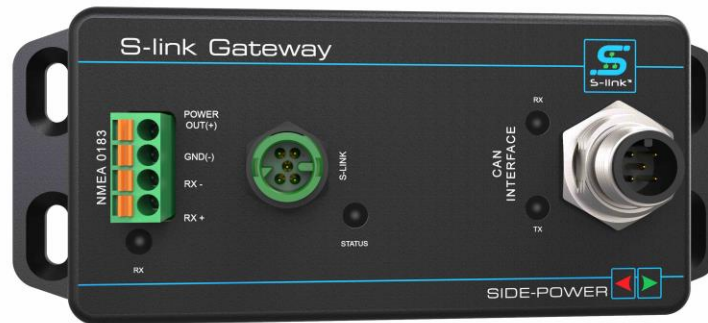
Page 2

For information on IMTRA or its entire product line, please call 508-995-7000 or visit www.imtra.com.

-30-

About IMTRA:

IMTRA, a 100% employee-owned company based in New Bedford, Massachusetts, is an importer and manufacturer of high-quality marine products, advanced LED solutions and integrated marine systems, as well as a key supplier to the OEM and aftermarket. With more than 70 years in the commercial, industrial and marine markets, IMTRA has sales and support teams in 12 regions throughout North America. The company's extensive product knowledge is available to its customers through a renowned full-service department, a professional customer service group and an online [Learning Center](#). Product categories include Lighting, Thrusters, Stabilizers, Anchoring Systems, Wipers, Seating, Controls, Doors, Hatches and other specialty products. In addition to their own proprietary products, IMTRA represents well-known international brands that include Sleipner (Side-Power), NorSap, Vimar, Lumishore, BCM Lighting, Lofrans, Muir, Exalto, Zipwake, Roca, Lilaas, DHR, Libra, Victron, KPM-Marine and many more. www.IMTRA.com/about-IMTRA.htm





For imagery and other editorial requests, please contact:

Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com