



## Mercury Australia website gets new look - better for all

Mercury Marine's popular website has been comprehensively refreshed – providing Australia's boat lovers with even more information that's easier to find.

You're invited to check out the changes at [www.mercurymarine.com.au](http://www.mercurymarine.com.au)

"We decided to upgrade the website to coincide with the launch of the new Mercury branding which has just been introduced globally," said Anthony Brown, Mercury's Marketing Manager (Australia, New Zealand, Pacific).

"Not only does the website now look and feel more contemporary, we also took the opportunity to improve its functionality in several important areas which we think people will appreciate.

"It's all been designed to make it easier for our visitors," he said.

Among the key upgrades;

**Product Pages** – the pages for Outboard and MerCruiser engines now feature up to four tabs (Overview, Specifications, Video and Downloads) so we can better explain the features and benefits of each individual product.

**Brochure Downloads** – it's now easier to find and download the brochure you want, with a new shortcut button on the home page taking visitors to a special download area.

**Parts & Accessories** – visitors will now enjoy an even larger listing of Mercury, Quicksilver and Bermuda high-quality boating products along with relevant information and images.

**Browsing** – Mercury Marine's home page now features a pop out menu to make browsing simpler, and we've also included social media sharing buttons so visitors can connect with us on the Mercury Marine Australia Facebook site, our YouTube channel and Twitter.

**Dealer Locator** – dealers are now listed geographically, with those closest to your suburb or postcode appearing at the top of the list. If you don't want to enter your postcode or suburb then dealers will appear alphabetically.

[www.mercurymarine.com.au](http://www.mercurymarine.com.au)

**Media enquiries - contact Jonathan Revitt on (08) 8267 6888.**

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavours to instil "Genuine Ingenuity"(TM) in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Kayot, Lowe, Lund, Maxum, Meridian, Ornvik, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit [www.brunswick.com](http://www.brunswick.com) or [www.mercurymarine.com.au](http://www.mercurymarine.com.au)