

# BMW Group DesignworksUSA

Press Information  
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## **BMW Group DesignworksUSA designs Mercury FourStroke engine.** **Design creates a better boating experience**

**Los Angeles.** DesignworksUSA, a subsidiary of BMW Group and creative consultancy, in collaboration with Mercury Marine, the world's leading manufacturer of recreational marine propulsion engines providing engines, boats, services and parts for marine applications, designed the new 75, 90 and 115hp FourStroke outboards. These engines are used for bass, deep-vee, runabout and offshore boats as well as pontoons and saltwater skiffs. Mercury Marine selected DesignworksUSA as their design partner after previously successful design programs for the Mercury Marine FourStroke 150hp engine and the multiple award winning Mercury Marine Electronic Remote Control.

“DesignworksUSA created a design language for the Mercury FourStroke engine that was modern and dynamic in line with the Mercury family aesthetic,” said Laurenz Schaffer, President, BMW Group DesignworksUSA. “We leveraged our four decades of experience in transportation design to create a design solution relevant to this powerful and efficient product.”

### **Better Boating Experience**

DesignworksUSA utilized its 40 years of transportation design expertise to make a universally attractive engine that works well on all types of boats. The style lines follow Mercury's family look, incorporating modern surface treatment and proportions. Additionally, the design solved various boating challenges such as noise and vibration to create a better boating experience. The new engine design provides a smoother and quieter ride in a modern and dynamic looking exterior package.

### **BMW Group DesignworksUSA**

BMW Group  
DesignworksUSA

2201 Corporate Center Drive  
Newbury Park, CA  
91320

Telephone  
805.499.9590

[designworksusa.com](http://designworksusa.com)



BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

Website: [www.designworksusa.com](http://www.designworksusa.com)

Facebook: <https://www.facebook.com/BMWDesignworksUSA>

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### **About Mercury Marine**

Headquartered in Fond du Lac, Wis., Mercury Marine is the world's leading manufacturer of recreational marine propulsion engines. A \$2 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications, empowering boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. Mercury's industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land 'N Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at [mercurymarine.com](http://mercurymarine.com).

In the event of inquiries please contact:

### **BMW Group DesignworksUSA**

Jackie Jones, Manager, Marketing & Communications

BMW Group DesignworksUSA

Tel.: (805) 376-6253, Fax: (805) 499-9650

E-Mail: [jackie.jones@designworksusa.com](mailto:jackie.jones@designworksusa.com)

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

E-Mail: [presse@bmw.de](mailto:presse@bmw.de)