

**J.D. Power and Associates Reports:
Evinrude, Honda, PCM and Volvo Penta Each Rank Highest
In Marine Engine Customer Satisfaction in Their Respective Segments**

Quality of DI and EFI Engines Has Steadily Improved Since 2005

MIAMI: 12 February 2009 — Evinrude, Honda, PCM and Volvo Penta rank highest in their respective segments among marine engine manufacturers in satisfying new-boat owners, according to the J.D. Power and Associates 2009 Marine Engine Competitive Information StudySM released today at the Miami International Boat Show.

Now in its eighth year, the study measures overall customer satisfaction with four marine engine types: outboard DI two-stroke; outboard EFI four-stroke; sterndrive EFI; and inboard EFI. Overall customer satisfaction index scores are based on performance across seven factors: starting ease; quietness at cruise; reliability; fuel economy; shifting smoothness; lack of exhaust fumes; and ability of boat to accelerate rapidly. The study also examines engine quality, for which scores are measured as problems per 100 (PP100) engines and a lower score reflects higher quality.

Outboard DI Two-Stroke Segment

Demonstrating considerable improvement in both satisfaction and quality in 2009, Evinrude ranks highest in the two-stroke DI outboard segment and performs particularly well in shifting smoothness, fuel economy and reliability.

Within the segment, notable gains have occurred for both reliability and starting ease since 2008. However, challenges still exist for outboard DI two-stroke manufacturers.

“While issues with the engine transmission sound and feel when shifting are the most frequently reported problems for DI engines, engine hesitation during acceleration and the engine running roughly have the most significant negative impacts on customers’ satisfaction with their engines,” said Todd Markusic, senior director of the powersports practice at J.D. Power and Associates. “Engine owners who experience these problems tend to rate their engine satisfaction much lower than those who have not.”

Outboard EFI Four-Stroke Segment

Honda ranks highest among outboard EFI four-stroke engine manufacturers, performing particularly well in starting ease, shifting smoothness and reliability. Yamaha follows Honda in the rankings, while Suzuki ranks third in the segment.

Among the four engine types included in the study, outboard EFI four-stroke engines have particularly high quality, with just 51 PP100. Transmission problems is the most frequently reported issue among owners of this marine engine type.

Sterndrive EFI Segment

For a second consecutive year, Volvo Penta ranks highest in the sterndrive EFI segment, performing particularly well in the fuel economy and lack of exhaust fumes factors.

Satisfaction has increased considerably in the EFI sterndrive segment in all seven factors, with the most significant improvements occurring in the areas of lack of exhaust fumes and ability of boat to accelerate rapidly. Sterndrive EFI engines also register the most notable quality improvement across all segments, with a reduction in the number of problems experienced from 80 PP100 in 2008 to 71 PP100 in 2009.

Inboard EFI Segment

Pleasurecraft Engine Group (PCM) ranks highest in the inboard EFI four-stroke engine segment for a fourth consecutive year, performing particularly well in the fuel economy and lack of engine fumes factors.

More than 70 percent of inboard EFI engine owners indicate that their new engine is problem free, which is the highest percentage across all four segments examined in the study. Additionally, among inboard EFI owners who experience no quality problems, 75 percent indicate that they “definitely will” or “probably will” repurchase the same engine again. When owners experience two or more problems, repurchase intent drops to only 38 percent.

Industry Findings

The study finds that the average number of problems has steadily declined for both DI and EFI outboard engine types since 2005. In 2009, DI engines average 73 PP100, compared with 87 PP100 in 2005. Additionally, EFI outboard engines perform notably better in 2009 with 51 PP100, compared with 73 PP100 in 2005.

“In terms of satisfaction, it is a dead heat between two-stroke DI and four-stroke EFI outboard engines,” said Markusic. “However, from a quality standpoint, EFIs clearly have fewer reported problems. In general, owners of EFI outboards tend to have fewer issues with the engine running rough or hesitating, unusual engine noises and fuel system leaks than do owners of DI engines.”

The 2009 Marine Engine Competitive Information Study is based on responses from 9,790 owners who registered a new boat between June 2007 and May 2008. Eleven brands of outboard, sterndrive and gas inboard marine engines are included in the study, which was fielded between September and November 2008.

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