

Evinrude expands G2 outboard range - Marine Business



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Scott Thomas reports from the global product launch of Evinrude's new lower horsepower E-TEC G2 models.

Evinrude has unveiled its 150, 175 and 200hp G2 outboard range at a global product launch and international dealer conference in Milwaukee, Wisconsin.

Dealers and media from across the globe heard from BRP executives and engineers during a high-energy unveiling at the Milwaukee's theatre. There was opportunity to test drive the latest range in a nearby freshwater lake before and after the official launch. The test driving involved side-by-side comparisons with competing engines.

Recently appointed Australian Evinrude distributor Telwater also featured on stage showing off a Quintrex Cruise About fitted with a 150hp G2 in the latest Ice Blue colour. Those in the audience also watched a video profiling the Aussie success story.

The new models follow 2014's major Evinrude G2 [announcement](#) and carry the same bold design and unique features in a smaller and more popular power class.

Evinrude claim the new E-TEC G2 models deliver up to 30% more torque, up to 15% better fuel efficiency, and up to 75% fewer emissions compared to competing four-stroke outboard engines. They're powerful, quiet and incredibly clean, according to Evinrude boffins.

The latest G2s have optional Dynamic Power Steering and come standard with i-Trim, a system which allows simple trimming. The Dynamic Power steering is built into the mid-section of the engines which simplifies rigging for a cleaner transom. On the water these new features really simplify driving in any conditions and offer added safety and reassurance for boaters, especially those with less experience.

BRP emphasised the G2 range features the very latest in outboard technology and is designed to elevate the boating experience into a new era reminiscent of modern car technology.

Another interesting new feature is E-Link, which allows integration with tablets or smart phones.

On the water, BRP had over 30 boats in action including several high-speed tournament bass boats and US-built saltwater centre consoles. The new G2s lived up to the hype with impressive torque and ease of use.

More specific technical details will follow as Evinrude's dealer conference wraps up this week.

Meanwhile, *Marine Business* filmed this video of the on-water demonstration with Jason Eckman, global product manager for Evinrude, Jason Draeger, Evinrude Australia national account manager, and Sam Phelan from Telwater.

