



For Immediate Release

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## PRESS RELEASE

### STEYR MOTORS RECEIVES INNOVATION AWARD from NMMA at IBEX, MIAMI

A record number of marine manufacturers – a total of 11 overall – were honoured this morning for innovative achievements by the National Marine Manufacturers Association (NMMA) and Boating Writers International (BWI) at the International BoatBuilders' Exhibition & Conference (IBEX) in Miami.

The Innovation Awards, organized by NMMA and Judged by BWI, recognize those products that best meet the following criteria: Innovative distinction from other products currently being manufactured, benefit to the marine industry and/or consumer, practicality, cost-effectiveness and availability to the consumer within 60 days of award receipt. A total of 68 products were entered in this year's IBEX Innovation Awards.

STEYR MOTORS took home the award this year in the Inboard Engines category for its **Hybrid Drive**. The company, known for its low emission, light weight Marine diesel engines with electronic engine management, created an environmentally-friendly hybrid solution, which not only promises zero emission and low speed maneuvering, but also eliminates the need for separate generator units for additional inboard equipment.

"STEYR MOTORS combined both a motor and generator function in one hybrid unit, thereby making diesel operation more efficient and totally electrical operation possible in a seamless transition, in a single unit." Says Bill Pike, senior editor of Power & Motoryacht.

Rudolf Mandorfer, Chief Executive of STEYR MOTORS says "The motivation for the development of the First Serial Hybrid Propulsion System resulted from a customer request, to be able to quietly leave the marina, enjoy breakfast at sunrise in the open waters, without disturbing the neighbours with noise and exhaust fumes. Unable to fulfil his request at first, as nothing like this existed on the market, STEYR MOTORS made it happen."

"We are also very proud to be nominated in Europe for the equally well known DAME award and are looking forward to the final decision at the METS 2008 in November in Amsterdam" Rudolf Mandorfer continues.

Rich Alley, Product Manager in the US subsidiary stats “We are very proud, to have received this honouring award for our hybrid system. Proud to be the first to introduce this world novelty to the market”

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Picture: Middle: Rudolf Mandorfer, Right: Rich Alley

