



BEST
of the
YEAR

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PRESS RELEASE

STEYR MOTORS receives the PITTMAN INNOVATION AWARD 2009 from SAIL MAGAZIN and the BEST OF THE YEAR AWARD from MOTOR BOATING MAGAZIN!

A record number of marine manufacturers – a total of 15 overall – were honoured this morning for innovative achievements by the SAIL MAGAZIN in Miami.

The Pittman Awards, organized by SAIL MAGAZIN and judged by the editors 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. A total of 15 products were entered in this year's Pittman Innovation Awards.

STEYR MOTORS took home the award this year for its **Hybrid Drive System** (HDS). The Jury honored the low emission, light weight marine diesel engines with electronic engine management. The creation of an environmentally-friendly hybrid solution, which not only promises zero emission and good low speed maneuvering, but also eliminates the need for separate generator units for additional inboard equipment, inspired the Jury.

The Jury explains: „While each passage or race is unique, one aspect of sailing is universal—namely, that innovation and new technology combine to make our sport easier, safer, and just plain more enjoyable.” The reason of the decision of the Jury is: „It takes time for innovative ideas to become mainstream, but forward thinking is what has toppled virtually every “barrier” in performance sailing. More important, technological advances allow everyman sailors like you and me to have more fun while sailing safer and better.”

The editors of MotorBoating magazine today announced the winners of the 2008 „Best of the Year” awards. These annual awards have long honored innovative and creative additions to the boating experience across several categories. All winners appear in the February 2009 issue of MotorBoating, on newsstands now, and will be honored at a private reception at the 2009 Miami International Boat Show.

„Our Best of the Year awards recognize the absolute best, the top, the true innovators and trendsetters of the past year,” said Peter Janssen, Editorial Director of MotorBoating. „These awards celebrate all elements of the boating life—hardware, people, places and events—and we congratulate all of this year's winners.”

The Jury about STEYR MOTORS: „This company engineered the world’s first production serial hybrid propulsion system (HDS) for pleasure boats. The new diesel power package is important not only for the technology it showcases but for what the hybrid portends for the future.

Rich Alley, General Manager of STEYR MOTORS NORTH AMERICA states „We are very proud, to have received, not only the IBEX (from NMMA, Miami) and the DAME (from METS, Amsterdam), but also these two honoring awards for our HDS.”

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