

is evinrude still in business

Is Evinrude Still in Business? A Comprehensive Guide

Introduction:

Evinrude's enduring legacy in the marine industry sparks curiosity about its current operational status.

Many boaters and outdoor enthusiasts wonder, "Is Evinrude still in business?" This comprehensive guide will delve into Evinrude's history, current ownership, product offerings, and future prospects to answer this question definitively and provide a clear picture of the brand's place in today's market.

Article Outline:

- I. Evinrude's Rich History and Heritage
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- III. Evinrude's Current Status: Production, Distribution, and Sales
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- V. Finding Evinrude Dealers and Service Centers
- VI. The Future of Evinrude: Predictions and Market Position
- VII. Comparing Evinrude to Competitors
- VIII. Evinrude's commitment to innovation and sustainability

I. Evinrude's Rich History and Heritage:

Evinrude's origins trace back to Ole Evinrude, who invented the first commercially successful outboard motor in 1909.

This groundbreaking invention revolutionized boating, making it accessible to a wider audience.

The company quickly gained popularity, establishing itself as a major player in the marine industry.

For decades, Evinrude outboards were synonymous with quality, performance, and innovation.

Their reputation for reliability and power cemented their place as a leading brand.

II. The 2009 Acquisition by Bombardier Recreational Products (BRP) and Subsequent Events:

In 2009, BRP, a global leader in recreational vehicles, acquired the Evinrude brand.

This acquisition marked a significant turning point in Evinrude's history.

Initially, BRP continued production and sales of Evinrude outboards.

However, in 2019, BRP announced the cessation of Evinrude outboard motor production.

This announcement shocked many in the boating community.

This decision was primarily driven by a strategic shift towards BRP's other marine brands like Mercury Marine.

III. Evinrude's Current Status: Production, Distribution, and Sales:

While new Evinrude outboards are no longer produced, a substantial number remain in use globally.

This means there's a significant market for parts, service, and repairs.

Many independent dealers and service centers continue to support Evinrude owners.

They provide maintenance, repairs, and parts for existing Evinrude motors.

The supply chain for Evinrude parts is complex and can vary depending on the model and part's age.

Owners should expect to navigate this complexity.

Despite no longer being in production, Evinrude outboards continue to be bought and sold in the used market.

This shows their enduring popularity among boaters.

IV. The Evinrude Outboard Motor Lineup: Models and Features:

Although new production has ceased, a wide range of Evinrude outboard models exist in the used market.

These models offer diverse horsepower ratings and features.

Previous Evinrude models were known for their powerful engines, reliable performance, and fuel efficiency.

These factors contributed to their sustained popularity.

Some models incorporated advanced technologies such as electronic fuel injection and digital controls.

These features enhanced the user experience.

Buyers of used Evinrude outboards should carefully research the specific model's specifications and features.

A thorough examination of the motor's condition is crucial before purchase.

V. Finding Evinrude Dealers and Service Centers:

While the number of dedicated Evinrude dealers has decreased since the production halt, many independent marine service centers still service Evinrude outboards.

It is advisable to search online for "Evinrude repair near me" to locate qualified service professionals.

Online forums and boating communities can provide valuable resources for finding reliable Evinrude mechanics and part suppliers.

Building a network with other Evinrude owners can be extremely beneficial.

VI. The Future of Evinrude: Predictions and Market Position:

While the future of the Evinrude brand remains uncertain, the existing inventory of used Evinrude motors ensures the brand's presence in the boating world for years to come.

This reflects the brand's solid reputation and high-quality craftsmanship.

Potential for a resurgence of the brand under a new owner or a revival of production remains a possibility.

However, any such speculation is pure conjecture at present.

VII. Comparing Evinrude to Competitors:

Even with the cessation of production, comparing Evinrude's past performance to current competitors helps understand its legacy.

Key factors to compare include power-to-weight ratio, fuel efficiency, and technological advancements.

Evinrude's historical emphasis on fuel efficiency was a strong selling point, comparing favourably to some competitors at the time.

Modern competitors have since made strides in fuel efficiency, but Evinrude models still maintain a strong reputation in this area.

VIII. Evinrude's commitment to innovation and sustainability:

Throughout its history, Evinrude consistently demonstrated a commitment to innovation, introducing many features that advanced the outboard motor industry.

This included electronic fuel injection and various technological improvements enhancing engine performance and reliability.

While the brand's future is currently uncertain, the commitment to innovation evident in its past offerings suggests a potential for future advancements should the brand be revived.

Conclusion:

While Evinrude is no longer producing new outboard motors, its legacy continues to resonate within the boating community. The availability of used motors, along with the ongoing support of numerous independent service centers and enthusiasts, ensures that Evinrude remains a relevant and sought-after brand. Its rich history and reputation for quality and performance will likely keep it a significant player in the used outboard market for many years to come.

Frequently Asked Questions (FAQs):

Q: Can I still buy a new Evinrude outboard? A: No, Evinrude ceased new outboard production in 2019.

Q: Where can I find parts for my Evinrude outboard? A: Independent marine repair shops and online parts suppliers are your best bet.

Q: Is it worth buying a used Evinrude outboard? A: Depending on the condition and model, a used Evinrude can be a worthwhile investment, offering great value and performance. Careful inspection is

essential.

Q: What is the future of the Evinrude brand? A: The future is uncertain, but the strong used market shows continued demand for Evinrude products.

Related Keywords:

Evinrude outboard, Evinrude motors, Evinrude parts, Evinrude repair, buy used Evinrude, Evinrude history, is Evinrude still in business, Evinrude outboard motor, Evinrude dealer, Evinrude service, Evinrude for sale, BRP Evinrude, Evinrude discontinuation.

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