



BARCLAY MARINE

**Attention all Sales Personnel:**

We would like to share with you this exciting information as seen in the current *Mercury Messenger*...



# Mercury Messenger

MARCH/APRIL 2003  
VOLUME 2, ISSUE 2

EXCLUSIVELY FOR MERCURY MARINE TRADE PARTNERS

## Land 'N' Sea Awarded New Territory

Mercury is pleased to announce the expansion of the QuickParts Distribution network to the south central United States. As a natural extension of their relationship with Mercury, Land 'N' Sea Distributing, Inc. has been appointed the QuickParts Distributor serving the following states: Louisiana, Mississippi, New Mexico and Texas. Land 'N' Sea's warehouse operation in Atlanta, Ga. will provide the majority of the service into these new territories while additional warehousing is being evaluated.

With this addition, Mercury will have QuickParts Distribution throughout the 50 states. Land 'N' Sea currently has warehouse branches in Florida, Georgia, Virginia, Washington, Ohio, Michigan, Missouri and Minnesota to service the 36 assigned states from Mercury. Other QuickParts Distributors include Boatswain's Locker in California, Davison's Metro Power in New York and Northeast Marine Power in Massachusetts.

QuickParts Distributors stock a selection of high volume Quicksilver branded parts and accessories from Mercury Marine. They will re-sell these Quicksilver products to independent repair shops and contracted Mercury dealers in the markets they serve. In addition, they stock and re-sell Mercury Precision Parts branded products only to Mercury dealers. Mercury dealers will have the option to purchase these Quicksilver and Mercury products directly from Mercury Marine or from a QuickParts Distributor. Dealers buying directly from Mercury Marine will purchase at normal dealer prices and terms and will be able to take advantage of all sales programs and promotions offered by Quicksilver and Mercury products from a QuickParts Distributor will purchase under their normal terms of sales.

The benefit to Mercury dealers from this program is the option of an improved level of same and next day delivery service through the QuickParts Distributors distribution system. Additionally, purchases of Quicksilver and Mercury products through Quicksilver Distributors are reported to Mercury and are included in the 2003 Model Year Partnership Rebate Program under indirect parts and accessories purchases. QuickParts Distributors will not stock and re-sell Mercury outboard captive parts, Mercury branded Propellers or Mercury Racing products.