

the  
inside  
story of

# MERCRUISER



1970

command performance stern drives and inboards



whatever boat you choose...  
whatever you want it to do...

**MERCUISER**

**WILL GIVE YOU COMMAND  
PERFORMANCE**

Today you have a choice of the greatest selection of pleasure boats ever offered. Hundreds of manufacturers build models in a broad range of sizes and hull designs for every type of on-the-water fun. For the utmost in performance from your new boat, insist on MerCruiser Stern Drive or MerCruiser Inboard—acknowledged the world's foremost marine propulsion systems.

MerCruiser Stern Drive combines the best features of outboard and inboard designs: Maneuverability, efficiency, reliability, and economy.

MerCruiser Inboards provide absolute dependability in a wide horsepower range for all sorts of rugged performance on the open seas.

Whether your choice is stern drive or inboard, your boat will have the very finest power package available with MerCruiser—built by marine propulsion specialists.

And that's why, when you pull up to the dock with a MerCruiser, every skipper in sight knows you have insisted on the very best in marine propulsion.





# FIRST WORLD POPULARITY

Kiekhaefer-Mercury is the world's largest producer of stern drive power packages. Starting in 1962—(and every year since)—more MerCruisers have been installed in more boats as standard equipment than any other stern drive!



## ENGINEERING

MerCruisers offer many advanced engineering features developed by Kiekhaefer. A number of them are exclusive advantages such as full Power-Trim, Jet-Prop Exhaust, and breakerless Thunderbolt Ignition which are not available from other manufacturers.



## TESTING

Every MerCruiser model is exhaustively tested under extremes in weather and water conditions—not only in quality-control checks at the Kiekhaefer manufacturing plants, but in field endurance tests at our own 11,000 acre Lake X proving grounds in Florida near Cape Kennedy and in Oshkosh, Wisconsin. Extensive testing is also done in the Gulf and in the Atlantic at salt water test centers in Sarasota and Miami. In addition, every production engine and drive unit is test run under full load by experts, and completely checked out before shipment.



## COMPETITION

MerCruisers have won more offshore powerboat races than all other stern drives combined. Recent victories by MerCruiser Inboard and Stern Drive equipped boats include the rugged Bahamas "500", the New York Grand Prix, Gateway Marathon, Miami-Nassau, Sam Griffith, Miami-Key West, and the Hurricane Classic. In these toughest races in the world, MerCruiser's tradition of winning attests to the endurance and performance that have won its unmatched reputation among owners for reliability. Raceboat pictured is powered by twin 482 cu. in. MerCruiser Stern Drives.



## DEALER SERVICE

The MerCruiser service organization is the largest of its kind in the world: more than 2,000 franchised sales and service dealers with factory-trained mechanics in the U.S., Canada and 120 foreign countries. The technical men at each of these dealerships have actually "gone to school" to study MerCruisers. As a result, more mechanics have been trained to service MerCruisers than any other four cycle marine engine. To find your nearest authorized service dealer, look in the Yellow Pages.



# MERCUISER

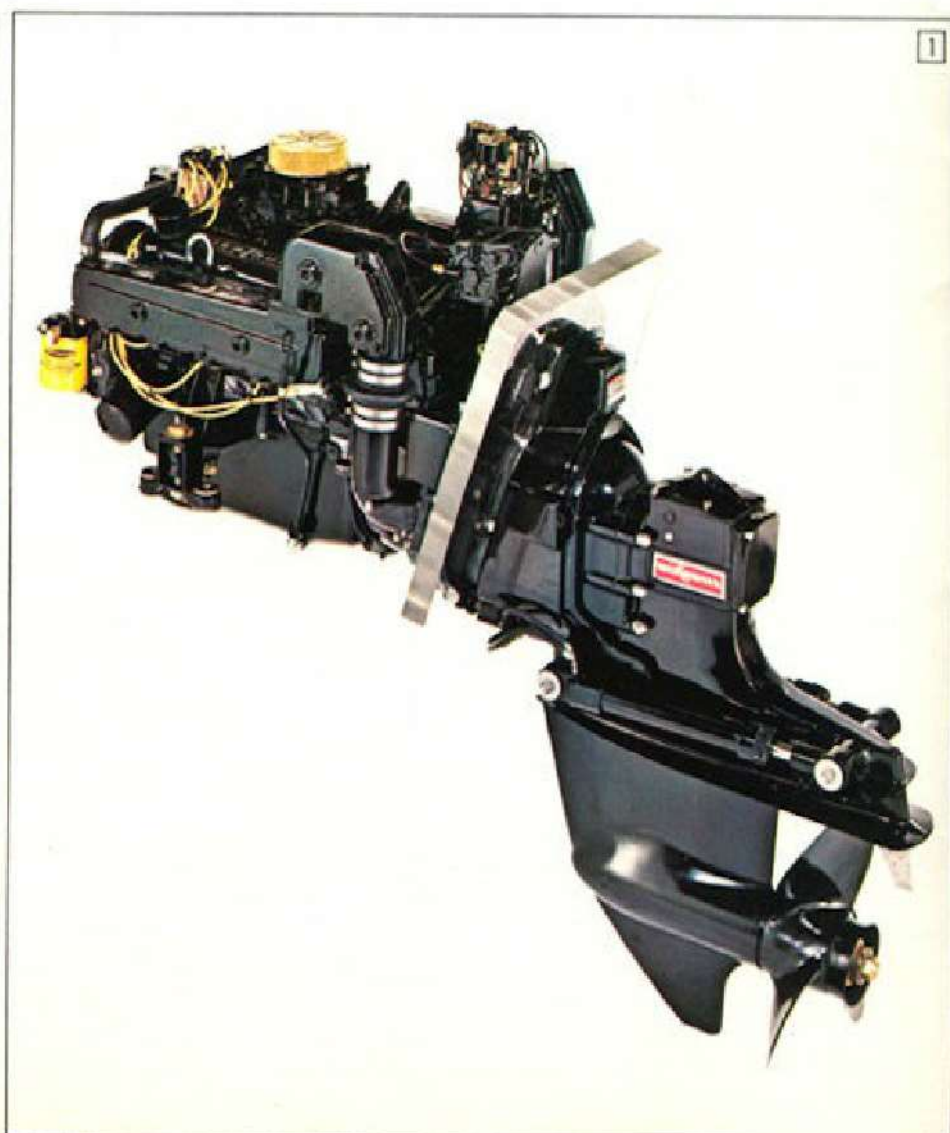
STERN DRIVES

## THE COMPLETE MARINE PROPULSION SYSTEM

MerCruiser is more than just an engine attached to a drive unit. *It is a complete marine propulsion system* — all Kiekhaefer-designed and engineered, including custom designed propellers, instrumentation, fresh water cooling, Power Trim, ignition shielding and *remote* control systems for start, stop, throttle, shift, steering, clutch and Power Trim. All components and accessories are designed for complete compatibility — built and tested to work together for superb performance.

Since 1962, when the first MerCruiser captured the boating public's confidence, Kiekhaefer research has resulted in more marine engineering "firsts" than all other manufacturers combined. This design leadership has been maintained every year, building a steadily increasing reputation for MerCruiser as the propulsion system other owners wish they had specified.

Nobody else makes anything like the MerCruiser system. The following pages show some of the features that have made MerCruiser the first choice of more boat buyers and more boat builders.





### 1 EXCLUSIVE POWER MATCHED STERN DRIVES

Whatever size you want, you get a perfectly balanced power package for your boat with MerCruiser. Engine and drive unit are computer matched in each of nine horsepower classifications.

### 2 EXCLUSIVE QUICKSILVER PROPELLERS

There's a Quicksilver stern drive propeller custom-engineered for every conceivable speed and load as well as for every hull type and boat size. To achieve total performance with the MerCruiser Jet-Prop system, specify genuine Quicksilver propellers. Imitation designs don't have the patented flare on the propeller hub that's vital for top performance. Jet-Prop Exhaust is another MerCruiser exclusive . . . No other stern drive has it. And remember, there's no shear-pin to fail with the spline-drive cushioned hub design of Quicksilver propellers.

### 3 CONVENIENT, SINGLE-LEVER CONTROLS

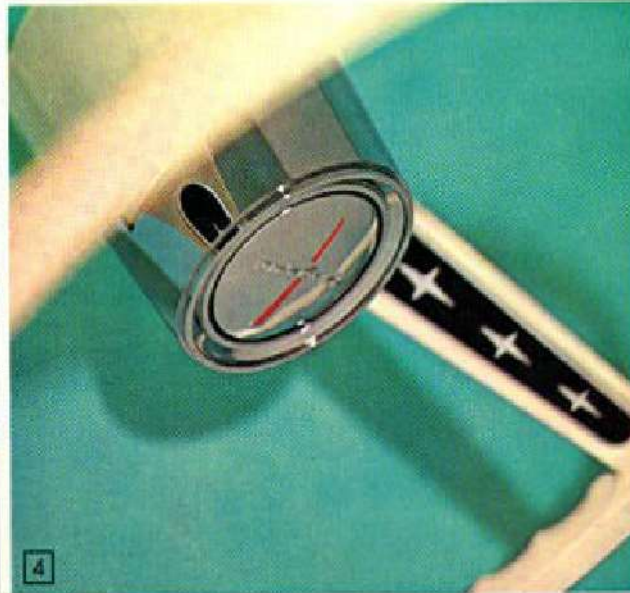
One lever controls both throttle and shifting: Forward, neutral, reverse and acceleration— all in one single, simple, smooth-as-silk operation. Neutral safety switch prevents starting engine in gear.

### 4 EXCLUSIVE QUICKSILVER STEERING

Ride-Guide Steering, available in a choice of mechanical and power-assist systems, is acknowledged to be the world's finest and most reliable marine steering. Even competitive engine manufacturers use Ride-Guide steering in their racing boats.

### 5 EXCLUSIVE QUICKSILVER ACCESSORIES

Exhaustively tested and proved, every genuine Quicksilver accessory is designed specifically for the MerCruiser marine propulsion system. There's no worry about whether an accessory or component "measures up" to the MerCruiser performance standard when you insist on the Quicksilver brand.



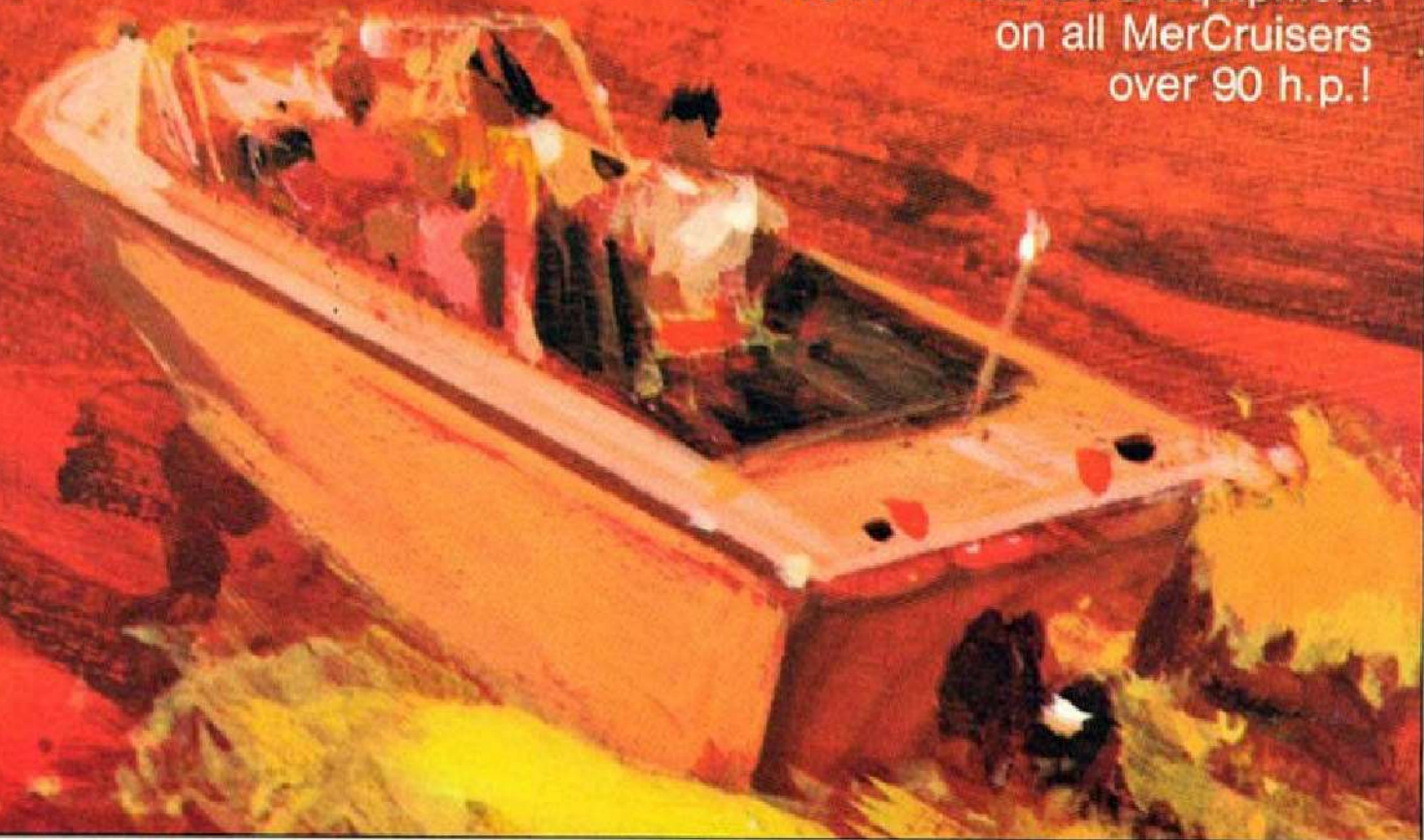


# MERCUISER

STERN DRIVES

## EXCLUSIVE! PUSHBUTTON POWER TRIM

finest engineering feature  
ever developed for  
boating performance  
NOW — standard equipment  
on all MerCruisers  
over 90 h.p.!



Never in boating history has there been anything like MerCruiser Power Trim. Not just a mechanical "lift", exclusive Power Trim is a truly outstanding engineering break-through—as dramatic in performance as color TV compared to black and white.

As every experienced skipper knows, there is no one fixed angle that a stern drive can be set for optimum performance for all conditions.

For example, to get the immediate thrust needed to pull skiers up fast, the drive is trimmed to the full "in" position. Once the skiers are up, quick pickup is wanted—and to get it, you simply trim the drive "out."

Trick skiers love Power Trim because it enables the driver to adjust boat attitude for correct wake and also to maintain the precise constant speed they need.

Different drive angles are also required for top performance with varied loads or changing water and wind conditions.

In every stern drive except MerCruiser with Power Trim, the drive angle is fixed. Adjustment (if at all possible) must be made manually with engine-shims or tilt-pins. And since the angle can't be changed while underway, (except for very *slow* speed operation with power "lift" systems) any setting is necessarily a compromise with performance.

**MERCUISER IS THE ONLY STERN DRIVE WITH  
POWER TRIM — THE CONTROL YOU SET AT ANY  
SPEED FOR ANY CONDITION — WHILE UNDERWAY.**

From idle to full power, at the touch of a dash button, you "fine tune" the drive angle instantly for the exact condition and performance you want. And, Power Trim *holds* that angle until you touch the button again.



# FULL TRIM AT ANY RPM!

- 1 You've got skiers behind you, ready to get up. Touch the Power Trim button and you dig in hard for full take-off thrust. Notice how the bow stays down so you can see where you're going.
- 2 Now the skiers are up and "on top". Touch the button again and trim out to quickly pick up speed.
- 3 A touch of the Power Trim button tilts the drive unit up for easy beaching, launching, and shallow water operation.



## Another MerCruiser Exclusive!

A Power Trim Indicator on the instrument panel shows the exact angle of the drive unit at all times. You'll quickly learn which position is best for each situation, and know exactly where to pre-set the Power Trim for any load or water condition.

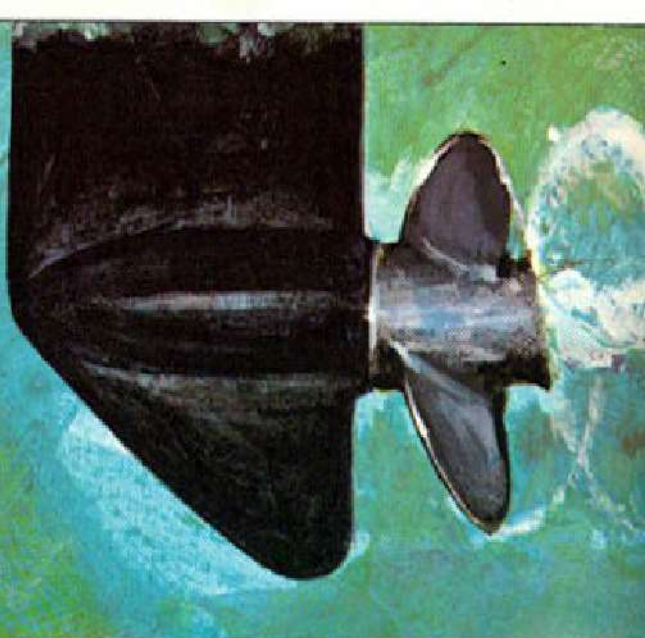
MerCruiser Power Trim is the "Performance System" that no skipper ever wants to be without once he's tried it. It's so functional that any beginner can operate it easily. *Power Trim adds a new dimension to boating. At the touch of your finger you have instant and optimum efficiency for your boat — at any speed over any water with any load.*



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## MERCruiser STERN DRIVES

Selecting a stern drive is one of your most important decisions, because no matter what boat you choose, the stern drive unit you select will determine its performance. When you compare engineering features, consider the following MerCruiser advantages against any other stern drive.



### EXCLUSIVE! JET-PROP EXHAUST SYSTEM

Jet-Prop exhaust, exclusive on MerCruisers, is the only propeller hub exhaust system in the stern drive industry. Exhaust gases are fired into the vacuum pocket behind the propeller hub, thus reducing underwater drag. Elimination of the conventional exhaust snout further reduces underwater drag and turbulence. The patented flare on the trailing edge of the Jet-Prop hub assists the flow of exhaust gases, reducing exhaust system back-pressure and improving engine breathing. In addition, the flare prevents propeller cavitation caused by the entry of exhaust gases into the area around the propeller blades.

Engine exhaust is released and dissipated deep under water; exhaust sound and fumes are buried and left behind. To the MerCruiser owner, Jet-Prop exhaust means more economical miles per gallon, more quiet miles per hour and the cleanest, exhaust system in the marine propulsion industry.

The Jet-Prop system thoroughly homogenizes the exhaust with water. This keeps hydrocarbon concentration at a minimum by providing maximum aeration so bacteria can attack hydrocarbon products instantly.

### CLEAN, UNCLUTTERED TRANSOM MOUNTING

When you look at other stern drive mounts you can see the difference. MerCruiser units have a trim looking, ship-shape mounting . . . no unsightly exposed shift linkages or steering cables to invite damage. All steering and control cables are *inside* the boat, fully protected. The clean MerCruiser mount provides added transom strength too.



### SAFETY DESIGNED MOUNTING SYSTEM

Unique to MerCruiser is its safety engineered mounting system. The stern drive is solidly attached to the transom with inner and outer plates. This strengthens the transom and provides an inherently safer design that does not depend on the engine mounts to transmit thrust to the boat, support the weight of the drive unit or resist steering forces. Rubber engine mounts absorb vibration and effectively isolate noise.

The MerCruiser mounting system achieves greater ease of installation and permanent alignment of the engine and stern drive unit. Vertical, fore-and-aft and lateral location of the engine relative to the stern drive unit is positive and precise. Angular alignment is simplified by adjustable front engine mounts.

The 90 h.p. model, because of its compact size and light weight, features an interlocking aircraft type mounting system to mount the engine to the transom with four soft rubber cushions. The 90 drive unit is solidly mounted to the transom like the other MerCruiser models.







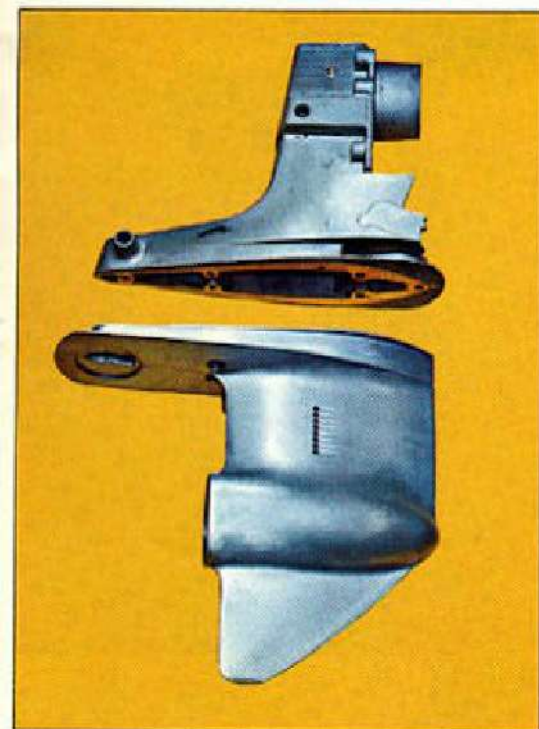
## EXCLUSIVE! CORROSION-PROOF WATER PUMP

The MerCruiser water pump is now one of the most reliable parts of the drive system. It is designed to last the life of the engine. This new plastic self-priming pump is built to combat the damaging effects of sand, weeds, silt, and mineral laden water that surge through it at high velocity. It features a stainless steel liner which provides a wear-resistant corrosion-proof surface for the impeller vanes. Standard on 120 through 165 h.p. models.



## EFFECTIVE CORROSION RESISTANCE WITH NEW "XK" ALUMINUM ALLOY

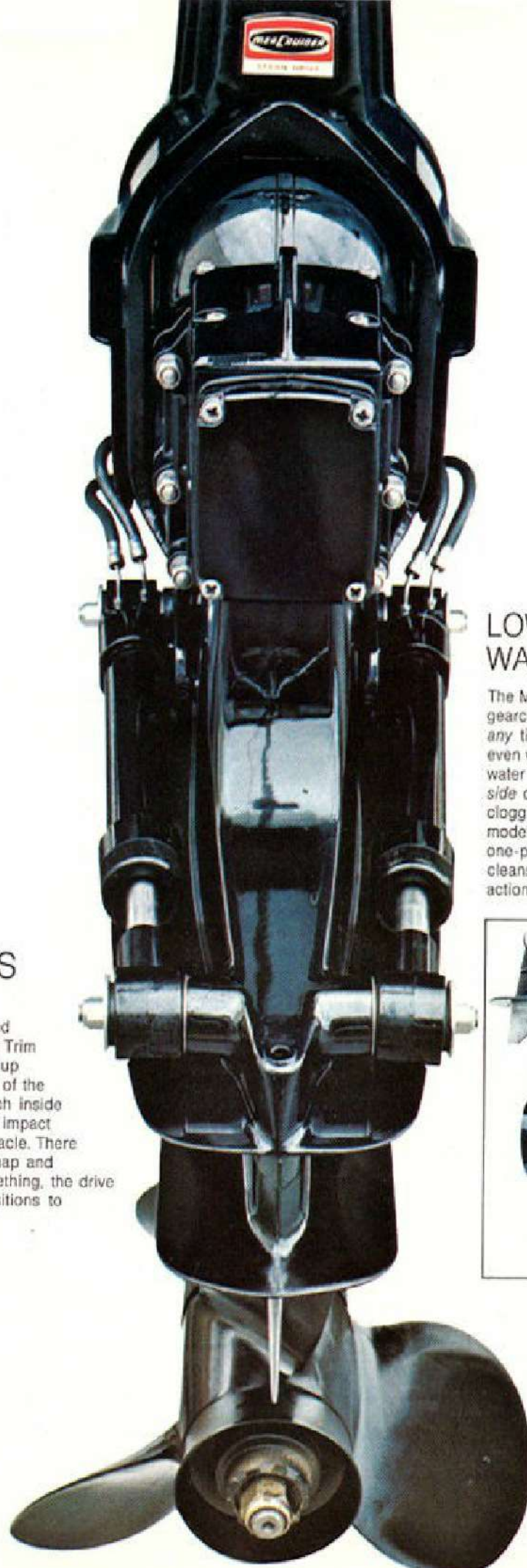
Corrosion is always present in a salt water environment. Through dedicated research, Kiekhaefer engineers have developed a combination of weapons and defenses to protect the hundreds of parts which go into the engine and drive unit. Castings, for example, utilize the exclusive new Kiekhaefer "XK" corrosion resistant alloy, are chemically treated, primed twice, and coated with a new extremely tough baked enamel finish. Result is the most corrosion-proof marine propulsion system available today. Inherent Kiekhaefer design declares war on corrosion before it can start: one-piece seamless driveshaft and gearcase housings eliminate recesses, bumps and gasketed joints where corrosion is most likely to begin.



## ONE-PIECE DRIVE SHAFT HOUSING AND LOWER UNIT

All MerCruiser lower drive units have strong, lightweight, streamlined casings of high impact "XK" aluminum for maximum strength. Gears and bearings stay in permanent alignment. There are no nuts, bolts, or gaskets to loosen and leak . . . no lubrication seal problems. Lubricant stays in, water stays out.



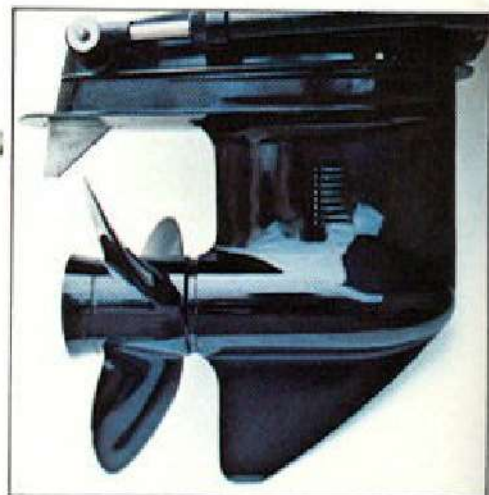


## EXCLUSIVE! SAFETY FEATURES

With MerCruiser design, you have extra protection if you hit a submerged object—even at full speed. The Power Trim hydraulic cylinders absorb the kick-up force, and cushion the rebound shock of the drive unit. The live rubber safety clutch inside the spline-driven propeller absorbs the impact of the prop striking an underwater obstacle. There are *no shear pins or cotter keys* to snap and leave you helpless. When you hit something, the drive unit tilts up, then automatically repositions to trim setting, and off you go again.

## LOW LEVEL CLOG-FREE WATER INTAKE

The MerCruiser water pickup is low on the gearcase so the engine gets cooling water *any* time the prop is submerged. This is true even when the drive unit is tilted for shallow water operation. Water intake holes are on the *side* of the gearcase to prevent fouling and clogging from weeds or mud. Standard on all models 165 hp and below. The smooth one-piece surface of the lower unit actually cleans itself; weeds slide off in a self-wiping action as it passes through water.





## STAINLESS STEEL PROPELLER SHAFT

Stainless steel shafts are more resistant to corrosion and pitting in salt water. Splines are *rolled* for extra strength—not machined. Standard on all models over 90 h.p.

## SAFETY CLUTCH NO-SHEAR PIN DRIVE

MerCruiser has no risky shear pins to break and leave you stranded far from shore. Shear-proof propellers are splined to shafts, secured by a self-locking nut. A live-rubber safety clutch in the propeller hub "gives" on impact, protecting drive parts from impact stresses. It keeps you going strong through weeds and other debris where others snap shear pins.

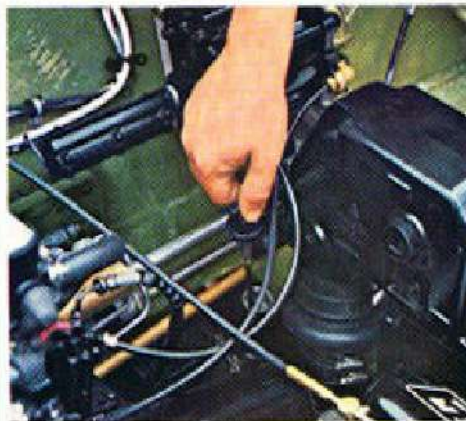


## EFFORTLESS ELECTRO-MECHANICAL SHIFTING

MerCruiser model 215 has a fast, sure, smooth shift mechanism which is electrically powered. It utilizes a rugged automotive type clutch and pressure plate assembly. There are no cables to shift manually. Instead, an electric motor in a sealed casing operates a cam that disengages the clutch and shifts gears into forward, neutral, or reverse. No engine power is sacrificed to operate this new shifting system.

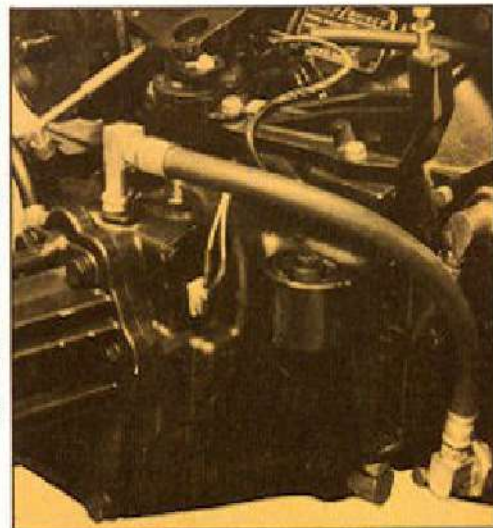
## INSIDE OIL LEVEL INDICATOR

For your convenience, and as an extra precaution, the oil level of drive units on all MerCruiser V-8 models can be checked by a sight glass or dipstick *inside* the boat. An oil reservoir and fill for drive unit is also located inside.



## HYDRAULIC TRANSMISSION

Smooth, quiet shifting—(forward, neutral, reverse) is yours to enjoy with MerCruiser Stern Drive. It's a deluxe feature—but it's standard equipment on the 270, 325, and 390 models. (Optional 215 hp.)





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# MERCURUISER

STERN DRIVES

## MERCURUISER 90



### ENGINE

90 horsepower  
four cylinder in-line  
valve-in-head  
95.5 cu. in.  
3.032" bore; 3.307" stroke  
9.5:1 compression ratio  
5 main bearings  
mechanical valve lifters  
recommended rpm: 4500-4800  
one 2 barrel carburetor  
regular gasoline  
all aluminum block  
12 volt, 22 amp alternator  
(built into flywheel housing)  
complete instrumentation  
super flow water pump  
transom mounted  
4 point rubber engine mounts  
(aircraft-type suspension)  
length: 23 3/4"\*  
width: 21"  
height: 19"\*  
depth: 7 3/8"\*

### STERN DRIVE

power tilt  
hydraulic shift  
jet prop exhaust  
2:1 gear ratio  
maximum prop diameter: 14"  
Total weight: 460 lbs.

### OPTIONAL ACCESSORIES

steering systems  
MerCathode  
fuel gauge  
speedometer  
Cruiselog

## MERCURUISER 120



### ENGINE

120 horsepower  
four cylinder in-line  
valve-in-head  
153 cu. in.  
3.875" bore; 3.25" stroke  
8.5:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3900-4300  
one 2 barrel carburetor  
regular gasoline  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
3 point rubber engine mounts  
length: 32 3/32"\*  
width: 21 3/16"  
height: 20 1/4"\*  
depth: 7 3/8"\*

### STERN DRIVE

power trim  
mechanical shift  
jet prop exhaust  
2:1 gear ratio  
maximum prop diameter: 16"  
Total weight: 585 lbs.

### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power shift  
power steering  
power-take-off pulley  
steering systems  
MerCathode  
fuel gauge  
speedometer  
Cruiselog

## MERCURUISER 140



### ENGINE

140 horsepower  
four cylinder in-line  
valve-in-head  
181 cu. in.  
4" bore; 3.6" stroke  
8.5:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3900-4300  
one 2 barrel carburetor  
regular gasoline  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
3 point rubber engine mounts  
length: 32 3/32"\*  
width: 21 3/16"  
height: 20 1/4"\*  
depth: 7 3/8"\*

### STERN DRIVE

power trim  
mechanical shift  
jet prop exhaust  
2:1 gear ratio  
maximum prop diameter: 16"  
Total weight: 597 lbs.

### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power shift  
power steering  
power-take-off pulley  
steering systems  
MerCathode  
fuel gauge  
speedometer  
Cruiselog

\*length—transom to front of engine  
height—above crankshaft center  
depth—below crankshaft center



## SPECIFICATIONS & STANDARD EQUIPMENT

### MERCUISER 160



#### ENGINE

160 horsepower  
six cylinder in-line  
valve-in-head  
250 cu. in.  
3.875" bore; 3.53" stroke  
8.5:1 compression ratio  
7 main bearings  
hydraulic valve lifters  
recommended rpm: 3900-4300  
one 2 barrel carburetor  
regular gasoline  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
3 point rubber engine mounts  
length: 41 19/32"<sup>\*\*</sup>  
width: 23"  
height: 20 1/4"<sup>\*\*</sup>  
depth: 7 3/4"<sup>\*\*</sup>

#### STERN DRIVE

power trim  
mechanical shift  
jet prop exhaust  
1.68:1 gear ratio  
maximum prop diameter: 16"  
Total weight: 662 lbs.

#### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power shift  
power steering  
power-take-off pulley  
steering systems  
MerCathode  
fuel gauge  
speedometer  
Cruiselog

### MERCUISER 165



#### ENGINE

165 horsepower  
six cylinder in-line  
valve-in-head  
250 cu. in.  
3.875" bore; 3.53" stroke  
8.5:1 compression ratio  
7 main bearings  
hydraulic valve lifters  
recommended rpm: 3900-4300  
one 2 barrel carburetor  
regular gasoline  
special intake and exhaust manifolds  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
3 point rubber engine mounts  
length: 41 19/32"<sup>\*\*</sup>  
width: 23"  
height: 20 1/2"<sup>\*\*</sup>  
depth: 7 3/4"<sup>\*\*</sup>

#### STERN DRIVE

power trim  
mechanical shift  
jet prop exhaust  
1.68:1 gear ratio  
maximum prop diameter: 16"  
Total weight: 662 lbs.

#### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power shift  
power steering  
power-take-off pulley  
steering systems  
MerCathode  
fuel gauge  
speedometer  
Cruiselog

### MERCUISER 215



#### ENGINE

215 horsepower  
eight cylinder V-8  
valve-in-head  
302 cu. in.  
4" bore; 3" stroke  
9:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
regular gasoline  
water separating fuel filter  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
transom mounted water pickup  
4 point rubber engine mounts  
(adjustable on 22 1/2" centers)  
length: 42 1/2"<sup>\*\*</sup>  
(electric—mechanical shift 34"<sup>\*\*</sup>)  
width: 30"  
height: 18"<sup>\*\*</sup>  
depth: 9"<sup>\*\*</sup>

#### STERN DRIVE

power trim  
hydraulic transmission  
(or electric—mechanical shift)  
jet prop exhaust  
2:1 gear ratio  
maximum diameter prop: 20"  
oil reservoir for drive inside boat  
right or left hand prop rotation  
available  
MerCathode  
Total weight: 995 lbs.  
(925 lbs. electric—mechanical shift)

#### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power steering  
power-take-off pulley  
steering systems  
fuel gauge  
speedometer  
Cruiselog



# the inside story on

## MERC[CRUISER STERN DRIVES

SPECIFICATIONS & STANDARD EQUIPMENT

### MERCUISER 270



#### ENGINE

270 horsepower  
eight cylinder V-8  
valve-in-head  
350 cu. in.  
4" bore; 3.48" stroke  
8.8:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
regular gasoline  
water separating fuel filter  
breakerless Thunderbolt CD ignition  
polar gap spark plugs  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
transom mounted water pickup  
thru-transom exhaust  
4 point rubber engine mounts  
(adjustable on 22½" centers)  
length: 43½"  
width: 29½"  
height: 20¾"  
depth: 9"

#### STERN DRIVE

power trim  
hydraulic transmission  
(forward-neutral-reverse)  
integral transmission oil cooler  
neutral safety switch  
jet prop  
2:1 gear ratio  
maximum diameter prop: 20"  
oil reservoir for drive inside boat  
MerCathode  
total weight: 1316 lbs.

#### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power steering  
power-take-off pulley  
steering systems  
fuel gauge  
speedometer  
Cruiselog

### MERCUISER 325



#### ENGINE

325 horsepower  
eight cylinder V-8  
valve-in-head  
427 cu. in.  
4.25" bore; 3.76" stroke  
8.8:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
regular gasoline  
water separating fuel filter  
breakerless Thunderbolt CD ignition  
polar gap spark plugs  
integral engine oil cooler  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
transom mounted water pickup  
thru-transom exhaust  
4 point rubber engine mounts  
(adjustable on 22½" centers)  
length: 45¾"  
width: 32½"  
height: 21½"  
depth: 8¾"

#### STERN DRIVE

power trim  
hydraulic transmission  
(forward-neutral-reverse)  
integral transmission oil cooler  
neutral safety switch  
jet prop  
2:1 gear ratio  
maximum diameter prop: 20"  
oil reservoir for drive inside boat  
MerCathode  
total weight: 1506 lbs.

#### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power steering  
power-take-off pulley  
steering systems  
fuel gauge  
speedometer  
Cruiselog

### MERCUISER 390



#### ENGINE

390 horsepower  
eight cylinder V-8  
valve-in-head  
482 cu. in.  
4.25" bore; 4.25" stroke  
10:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
premium gasoline  
water separating fuel filter  
breakerless Thunderbolt CD ignition  
ignition shielding  
integral engine oil cooler  
12 volt, 42 amp marine alternator  
complete instrumentation  
closed cooling system  
dual water pump system  
transom mounted water pickup  
thru-transom exhaust  
4 point rubber engine mounts  
(adjustable on 22½" centers)  
length: 45¾"  
width: 34"  
height: 23¾"  
depth: 9"

#### STERN DRIVE

power trim  
hydraulic transmission  
(forward-neutral-reverse)  
integral transmission oil cooler  
neutral safety switch  
jet prop  
2:1 gear ratio  
maximum diameter prop: 20"  
oil reservoir for drive inside boat  
MerCathode  
total weight: 1516 lbs.

#### OPTIONAL ACCESSORIES

power steering  
power-take-off pulley  
steering systems  
fuel gauge  
speedometer  
Cruiselog

\*length—transom to front of engine  
height—above crankshaft center  
depth—below crankshaft center



# MERC[UISE]R

INBOARDS

## Blue Water

### INBOARD ENGINES

Reserve power and plenty of it—that was the goal of Kiekhaefer engineers when they first designed this outstanding family of heavy-duty inboard engines.

It simply doesn't make sense to try and "get by" with a lightweight or "remodeled" power plant if you're going to be heading out for big water. It's a fact that "The Bluewater"—heavy-duty MerCruiser inboards—actually will save you money in the long run.

Designed to get you out and back as fast or faster than lighter duty engines, these MerCruiser inboards will do it regardless of weather. For sport or commercial fishing, open water travel, long cruises, you can select from seven engines in a tremendously wide range of power 30 to 390 hp.

Kiekhaefer is the world's largest builder of four cycle marine gasoline engines with 30 years of engineering and production experience in producing high quality marine propulsion systems.

Features and advantages of "Bluewater Engines" are described on the following pages.





## MERCUISER 30

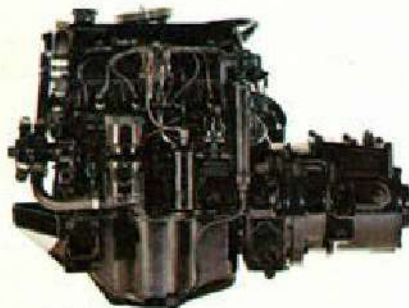
30 horsepower  
four cylinder in-line  
valve-in-head  
67.6 cu. in.  
2.75" bore; 2.83" stroke  
8.5:1 compression ratio  
5 main bearings  
mechanical valve lifters  
maximum rpm: 3000  
one single barrel updraft carburetor  
regular gasoline  
lefthand rotation only  
12 volt, 32 amp alternator  
complete instrumentation  
closed cooling system  
dual bronze sea-water pump  
(use extra pump as bilge pump or  
for heater, to supply galley,  
head or wash down deck.)  
mechanical transmission  
(direct drive standard, 2:1 reduction  
gears optional)  
oil sump pump  
mounting centers: 14.18"  
0-15° installation angle  
weight: 385 lbs.\*  
length: 36 1/32"  
width: 19 27/32"  
height: 16 17/32\*\*  
depth: 5 3/4\*\*



### OPTIONAL ACCESSORIES

MerCathode

## MERCUISER 55



55 horsepower  
four cylinder in-line  
valve-in-head  
67.6 cu. in.  
2.75" bore; 2.83" stroke  
8.5:1 compression ratio  
5 main bearings  
mechanical valve lifters  
maximum rpm: 5000  
one 2-barrel carburetor  
regular gasoline  
lefthand rotation only  
12 volt, 32 amp alternator  
complete instrumentation  
closed cooling system  
dual bronze sea-water pump  
(use extra pump as bilge pump or  
for heater, to supply galley,  
head or wash down deck)  
mechanical transmission  
(direct drive standard, 2:1 reduction  
gears optional)  
oil sump pump  
mounting centers: 14.18"  
0-15° installation angle  
weight: 390 lbs.\*  
length: 36 1/32"  
width: 22 7/16"  
height: 16 17/32\*\*  
depth: 5 3/4\*\*

### OPTIONAL ACCESSORIES

MerCathode

## MERCUISER 215



### ENGINE

215 horsepower  
eight cylinder V-8  
valve-in-head  
302 cu. in.  
4" bore; 3" stroke  
9:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
regular gasoline  
water separating fuel filter  
right or left hand rotation available  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
hydraulic transmission  
choice of direct drive thru 3:1  
reduction gear ratios  
integral transmission oil cooler  
neutral safety switch  
4 point rubber engine mounts  
(adjustable on 22 1/2" centers)  
0-15° installation angle  
weight: 760 lbs.\*  
length: 43 1/2"  
width: 29 1/2"  
height: 18 3/4\*\*  
depth: 8 3/4\*\*

### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power-take-off pulley  
prop shaft flange  
MerCathode  
gear shift & throttle controls  
steering systems  
single exhaust system  
fuel gauge  
speedometer

## MERCUISER 250



### ENGINE

250 horsepower  
eight cylinder V-8  
valve-in-head  
327 cu. in.  
4" bore; 3.25" stroke  
8.8:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
regular gasoline  
water separating fuel filter  
breakerless Thunderbolt CD ignition  
polar gap spark plugs  
right or left hand rotation available  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
hydraulic transmission  
(choice of direct drive thru 3:1  
reduction gear ratios)  
integral transmission oil cooler  
neutral safety switch  
4 point rubber engine mounts  
(adjustable on 22 1/2" centers)  
0-15° installation angle  
weight: 935 lbs.\*  
length: 42 3/4"  
width: 29"  
height: 20 1/2\*\*  
depth: 8 3/4\*\*

### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power-take-off pulley  
prop shaft flange  
MerCathode  
gearshift & throttle controls  
steering systems  
single exhaust system  
fuel gauge  
speedometer

\*weight—engine with transmission  
height—above crankshaft center  
depth—below crankshaft center



# MERC[RUISER INBOARDS

## Blue Water

### INBOARD ENGINES

#### SPECIFICATIONS & STANDARD EQUIPMENT

##### MERCUISER 270



###### ENGINE

270 horsepower  
eight cylinder V-8  
valve-in-head  
350 cu. in.  
4" bore; 3.48" stroke  
8.8:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
regular gasoline  
water separating fuel filter  
breakerless Thunderbolt CD ignition  
polar gap spark plugs  
right or left hand rotation available  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
hydraulic transmission  
(choice of direct drive thru 3:1  
reduction gear ratios)  
integral transmission oil cooler  
neutral safety switch  
4 point rubber engine mounts  
(adjustable on 22½" centers)  
0-15° installation angle  
weight: 935 lbs.\*  
length: 42¾"  
width: 29½"  
height: 20½"  
depth: 8¾"

###### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power-take-off pulley  
prop shaft flange  
MerCathode  
gearshift and throttle controls  
steering systems  
single exhaust system  
fuel gauge  
speedometer

##### MERCUISER 325



###### ENGINE

325 horsepower  
eight cylinder V-8  
valve-in-head  
427 cu. in.  
4.25" bore; 3.76" stroke  
8.8:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
regular gasoline  
water separating fuel filter  
breakerless Thunderbolt CD ignition  
polar gap spark plugs  
right or left hand rotation available  
integral engine and transmission  
oil coolers  
12 volt, 42 amp marine alternator  
complete instrumentation  
dual water pump system  
hydraulic transmission  
(choice of direct drive thru 3:1  
reduction gear ratios)  
neutral safety switch  
4 point rubber engine mounts  
(adjustable on 22½" centers)  
0-15° installation angle  
weight: 1125 lbs.\*  
length: 45¾"  
width: 32½"  
height: 21¾"  
depth: 8¾"

###### OPTIONAL ACCESSORIES

closed cooling system  
ignition shielding  
power-take-off pulley  
prop shaft flange  
MerCathode  
gearshift and throttle controls  
steering systems  
single exhaust system  
fuel gauge  
speedometer

##### MERCUISER 390



###### ENGINE

390 horsepower  
eight cylinder V-8  
valve-in-head  
482 cu. in.  
4.25" bore; 4.25" stroke  
10:1 compression ratio  
5 main bearings  
hydraulic valve lifters  
recommended rpm: 3700-4200  
one 4 barrel carburetor  
electric choke  
premium gasoline  
water separating fuel filter  
breakerless Thunderbolt CD ignition  
ignition shielding  
right or left hand rotation available  
integral engine and transmission  
oil coolers  
12 volt, 42 amp marine alternator  
complete instrumentation  
closed cooling system  
dual water pump system  
hydraulic transmission  
(choice of direct drive thru  
3:1 reduction gear ratios)  
neutral safety switch  
4 point rubber engine mounts  
(adjustable on 22½" centers)  
0-15° installation angle  
engine weight: 1175 lbs.\*  
length: 45¾"  
width: 33½"  
height: 23¾"  
depth: 9"

###### OPTIONAL ACCESSORIES

power-take-off pulley  
prop shaft flange  
MerCathode  
gearshift & throttle controls  
steering systems  
single exhaust system  
fuel gauge  
speedometer



# the inside story of **MERC**RUISER ENGINES

With more "firsts" in the marine industry, Kiekhaefer engines—both inboard and stern drive—have become the power plants universally recognized for superiority over all others. Here are a few of the reasons:



## 1 2 BREAKERLESS THUNDERBOLT IGNITION

(Standard on 250, 270, 325, and 390 models)  
Imagine *never* having to worry about your ignition system! Exclusive Thunderbolt ignition, proved in thousands of boats since its introduction in 1966, is now refined even more for the ultimate in performance. You're assured instant starts in all climates because this is the surest, fastest, hottest spark of *any* ignition system. And, there are *no breaker points* to pit or wear out and impair engine performance. A rotating metal disc, designed to last the life of the engine, replaces conventional breaker points.

Thunderbolt ignition is the *only* capacitance discharge breakerless system designed specifically for marine use. Thunderbolt's incredibly fast rise time zaps up to 40,000 volts to the spark plug in milliseconds . . . No chance for voltage to leak away. Because of it, engine efficiency and reliability are kept high, while operating and maintenance costs are held to a minimum.

## 3 IGNITION SHIELDING FOR ELECTRONIC GEAR

A complete ignition shielding system, designed by Kiekhaefer electrical engineers, reduces ignition noise interference for the best possible operation of radios and other electronic equipment. Standard on 390 models—optional on others.

## 4 ELECTRIC CHOKE

An automatic electric choke senses engine water temperature and opens the carburetor choke valve at the proper time. The result . . . faster starts and better fuel economy.

## 5 QUALITY INSTRUMENTATION

Just as important as the engine itself is the instrumentation that monitors its performance. You *must* be able to depend upon your gauges at all times—in all weather.

Typical Kiekhaefer reliability is designed and built into MerCruiser's full-system instrumentation.

Stern drive instruments include tachometer, water temperature gauge, oil pressure gauge, ammeter, power trim indicator, and key start ignition switch.

Inboard instruments are identical . . . However a CruiseLog (hour meter) replaces the Power Trim indicator.

All MerCruiser instruments, sending units, and wiring harnesses are precision-built and assembled for the utmost in accuracy and specially treated for corrosion resistance.

## CUSHIONED DRIVE TRAIN

A specially designed coupling cushions the power impulses from crankshaft to stern drive unit and minimizes vibration.

## DUAL-PUMP COOLING

Engine cooling is never a problem thanks to the operation of MerCruiser's dual pump design. Because one pump is used to pull up cooling water, and another to circulate it, there is always an ample water supply since both pumps share the work usually done by one. Thermostatic heat control provides fast engine warmup and controlled water temperature at all times for optimum engine performance.

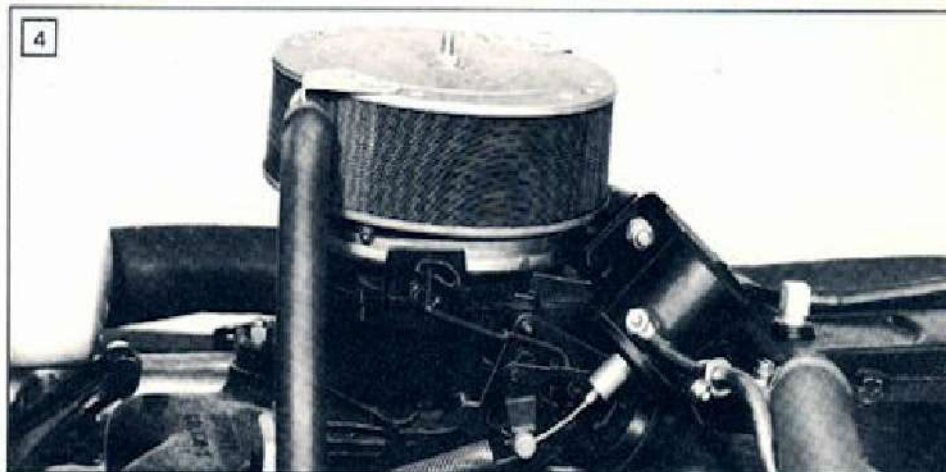
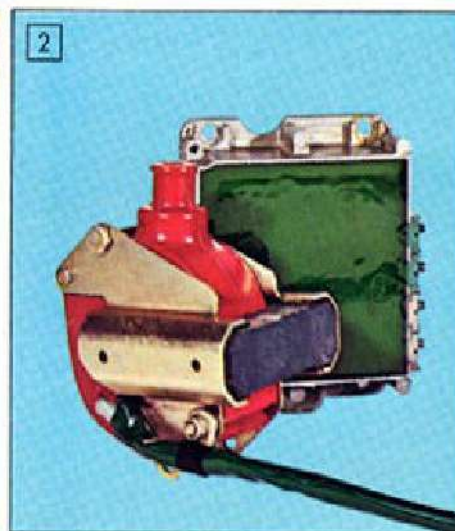
Standard on all models over 90 h.p.

## MERC

# ALWAYS START— BUT IN NEUTRAL ONLY

There's never the possibility of an unfamiliar operator accidentally starting in forward or reverse, because a safety switch on the Quicksilver remote control or transmission permits contact to the starter *only* when the gears are in neutral.

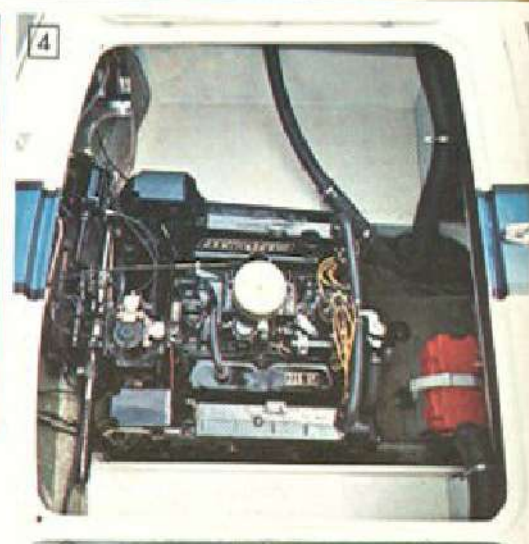
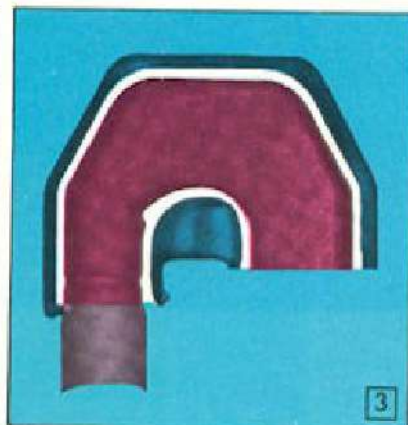
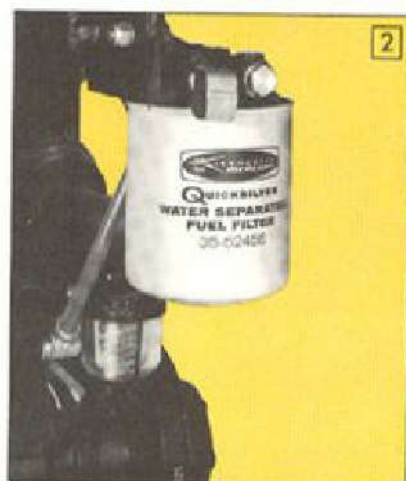






# MERCUISER

## ENGINE FEATURES



### 1 BACK-UP FUEL FEED SYSTEM

With MerCruiser V-8 models, you're not left helpless if the diaphragm in the fuel pump fails. A dual diaphragm pump provides assurance of an uninterrupted fuel supply to get you home safely. If one diaphragm stops functioning, gas will appear in a sight glass . . . your advance warning to replace the pump.

### 2 SPECIAL SAFETY FUEL FILTER

Every MerCruiser V-8 is equipped with a Kiekhaefer-designed water-separating fuel filter so effective that it locks out everything except fuel. All foreign material—dirt and water are filtered from the fuel before it reaches the carburetor.

### 3 HI-RISE WATER TRAP EXHAUST ELBOWS

MerCruisers feature Hi-Rise exhaust elbows as standard equipment and special shutter valves to prevent engine "water lock" caused by water forced back up thru the exhaust system by a following sea. Unique design of water jacket in elbow serves as a stand pipe and "traps" water in the water jacket of the exhaust manifold when engine is shut off. With the manifold water jacket constantly filled with water, air is kept out of the engine cooling system reducing rusting, scaling, and formation of salt crystals that could block water passages. Cast iron is used for MerCruiser exhaust manifolds and elbows (on models over 90 h.p.) because of its resistance to corrosion.

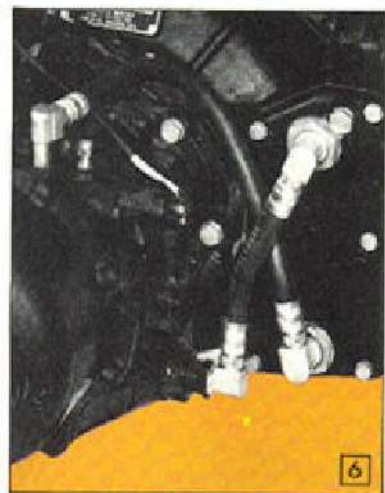
### 4 LONG-LASTING PAINT PROTECTION

Not only are the finest paints applied in multicoatings, but protection is painted on places and parts not in sight. For example, the bottom of the oil pan gets the same superior paint job as the exposed parts. Inboard engines particularly require this protection because they're deep down in the bilges. Again—look at the others—then see the difference in MerCruiser.

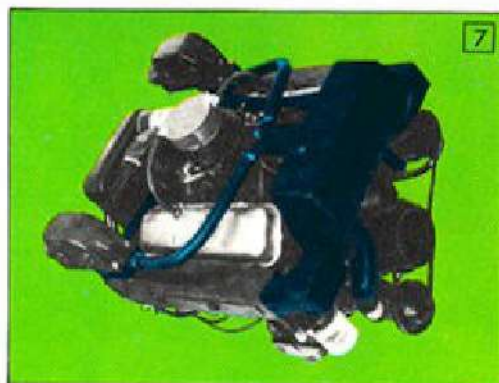




5



6



7



9



8

### 5 CONVENIENT TOP-MOUNTED OIL FILTER

Kiekhaefer engineers appreciated the problems of trying to replace an oil filter located out of sight or in an "impossible" position. The handy screw-on type filter is right on top, within easy reach. Standard on all Thunderbolt equipped inboards . . . Optional on Thunderbolt equipped stern drive engines.

### 6 ENGINE AND TRANSMISSION OIL COOLERS

Special transmission oil coolers are built into the flywheel housing of all MerCruiser V-8's (except 215 stern drive) to keep oil at its most efficient operating temperature. Models 325 and 390 also feature an integral oil cooler for the engine oil.

### 7 CLOSED COOLING SYSTEM

MerCruiser's closed cooling system will significantly increase engine life when the unit must be operated in saltwater, polluted water or mineral and silt laden water. This closed cooling option (standard on 390 models) eliminates the problems of corrosion and clogging of the internal water passages in a marine engine. Fresh water only is recirculated throughout the engine (including exhaust manifolds) and through a heat exchanger which serves the same purpose as the radiator on your car. Raw water is picked up only to cool the fresh water as both are passed through separate chambers in the heat exchanger. For year-round operation in below freezing temperatures, permanent anti-freeze is added to the system.

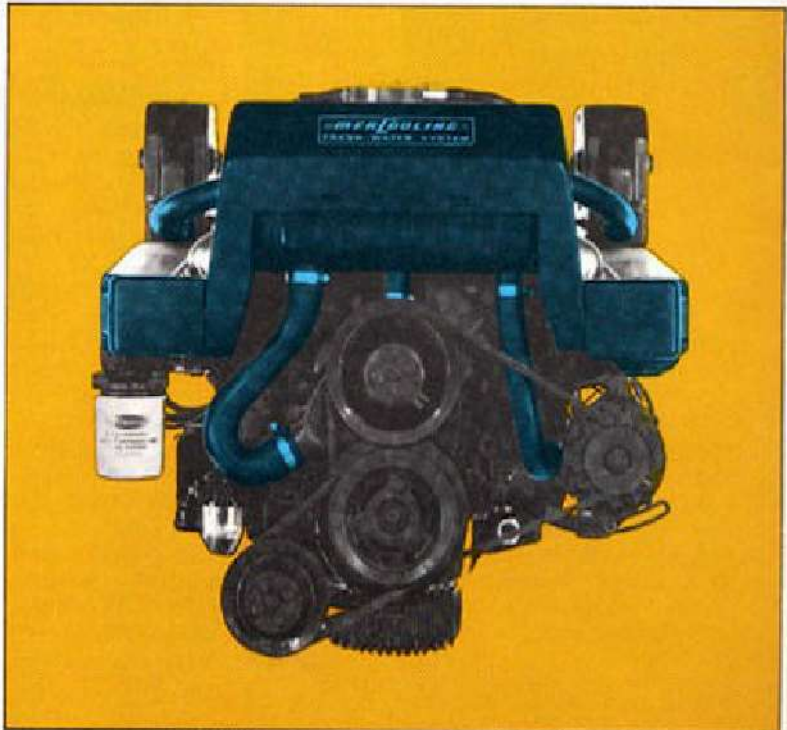
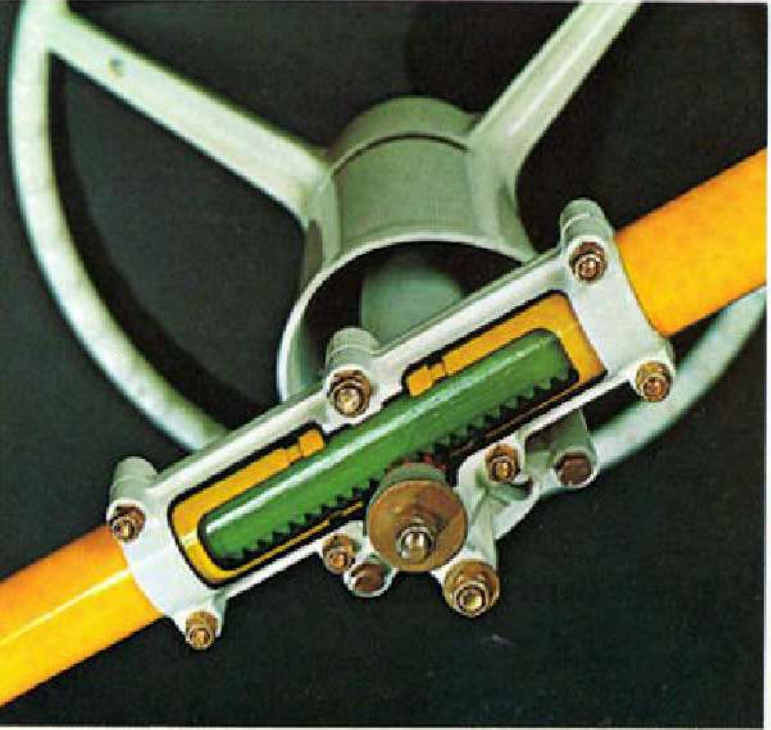
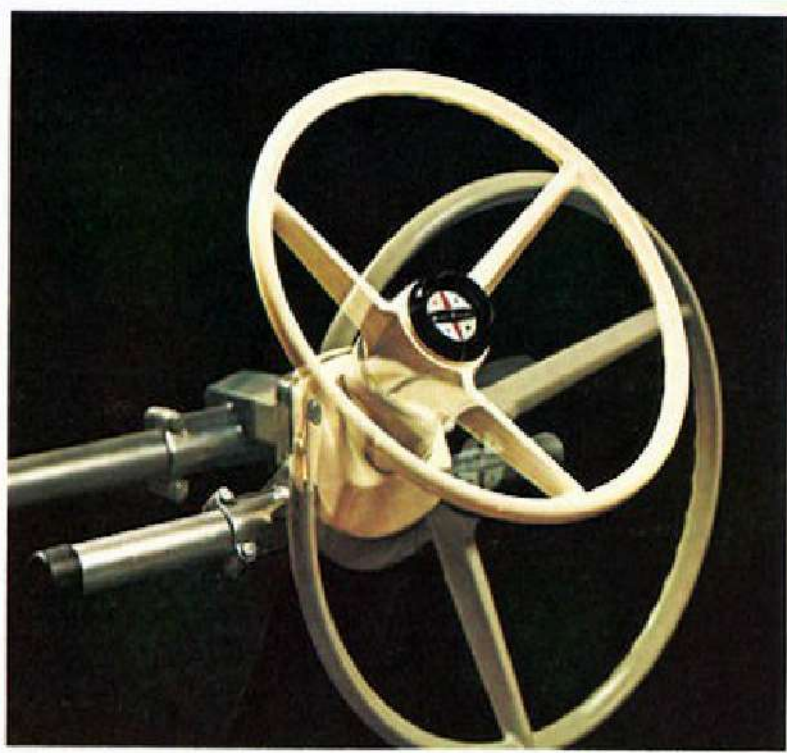
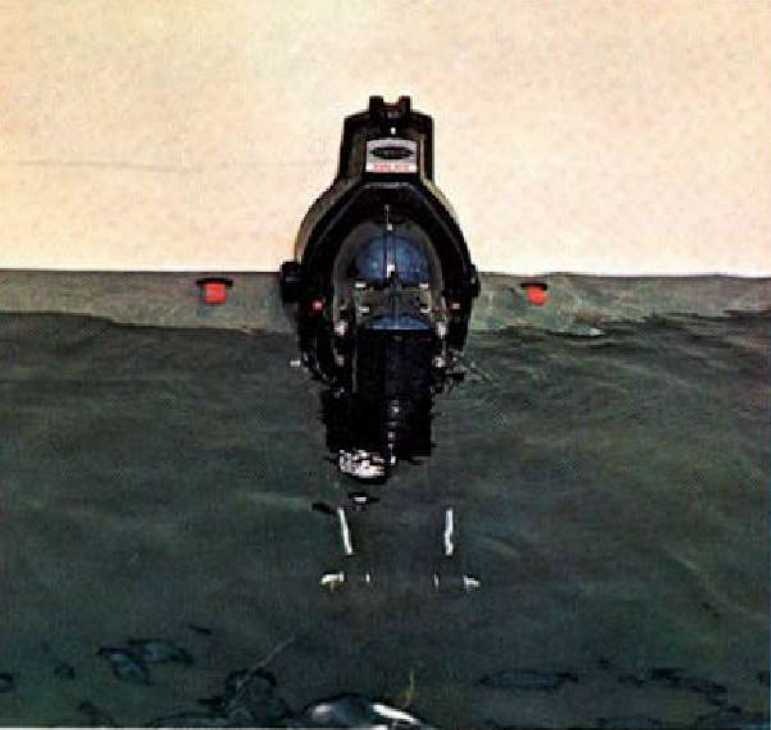
### 8 MARINE ELECTRICAL WIRING SYSTEM

A heavy-duty wiring harness is standard and plugs into a conveniently placed receptacle on the factory pre-wired engines. No terminals are exposed to invite sparks or corrosion, and the sealed plug-in feature prevents any mistakes in electrical connections. The receptacle is approved by the YSB (Yacht Safety Bureau). Ignition components are housed in a weatherproof cast aluminum box on all models equipped with Thunderbolt system.

### 9 THE UNCLUTTERED LOOK OF MERCUISER

Compare others first, then you'll appreciate the orderly overall appearance of the MerCruiser engine. You can't see a bird's-nest of bewildering excess wiring or hoses anywhere. Result is the clean functional look of a meticulously engineered power plant.







# GENUINE **QUICKSILVER** ACCESSORIES FOR MERCUISER OWNERS

Described here are just a few of the many Quicksilver accessories designed for MerCruiser owners. All Quicksilver options and accessories—steering systems, remote controls, propellers, lubricants, instruments—have passed the toughest tests marine engineers can devise. The complete family of accessories can be seen in the special Quicksilver catalog, available free from MerCruiser dealers everywhere.

## MERCATHODE CORROSION PROTECTION

This ingeniously designed system *automatically* protects submerged parts of MerCruiser Stern Drives from galvanic corrosion in saltwater, polluted water. MerCathode protected stern drives require fewer replacement parts and are much easier to service. Savings in service parts and labor can more than cover the cost of a MerCathode system . . . not to mention the higher trade-in value your equipment will demand when the condition of your MerCruiser has been maintained. Standard on all V-8 Stern Drives—optional on others.

## FACTORY- APPROVED OILS AND LUBRICANTS

To keep your MerCruiser in top condition, MerCruiser offers a complete line of approved service aids. Included are Quicksilver Formula 4R motor oil, anti-corrosion, multi-purpose, and specific purpose lubricants . . . plus corrosion and rust preventative, engine cleaner, storage seal and carburetor conditioner.

## WIDE RANGE OF PROPS

There are more Quicksilver props, designed for specific MerCruiser uses, than those offered for all other stern drives. To be sure of getting all the power and mileage MerCruisers are designed to deliver, *insist* on genuine Quicksilver propellers.

## RIDE-GUIDE STEERING SYSTEMS

The finest and safest marine steering systems available anywhere, Ride-Guide utilizes rugged rack-and-pinion design. You have precise control at all times through a sheathed push-pull cable—with no pulleys, ropes, or greasy cables in sight. There's a wide selection of steering wheels that include Directional Indicator Wheels, Metallflake Ski Wheels, padded Competition Ski Wheels, and elegant Captain's Wheels . . . Plus a new adjustable steering wheel mount that locks in any of five tilt positions.

## REMOTE CONTROLS

Deluxe Electric MerControl for model 215 incorporates the Power Trim control buttons right in the handle for the very ultimate in boating convenience. Built-in panel controls and console controls for single or dual station installations are available for all MerCruiser stern drives.

## POWER SHIFT

Finger-tip pressure is all that's needed to shift gears with MerCruiser Power Shift. Easily installed between remote control and engine. For MerCruiser 120 thru 165 h.p. models.

## POWER STEERING

Boat handling—especially with the higher powered MerCruiser stern drives—becomes effortless with fingertip power steering.



You'll never know  
just how good your boat can be  
unless you specify

# MERCRUISER

- World's most demanded Stern Drives
- World's most modern Inboards

The policy of Kiekhaefer Mercury is one of continuing improvement. Accordingly, all equipment and specifications shown in this catalog are subject to change without notice or obligation.

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