

# SIERRA WEBSITE



## OnBoard Rewards Program

- **Learn**
  - Earn Points for
    - Taking Tests
    - Viewing Videos
    - Answering weekly questions



# Website

## Dealer Network Newsletter

- Printed quarterly
- Features
  - New products
  - Featured member
  - FAQ's
  - Editorials
  - Marketing support



The screenshot shows the top portion of a newsletter. At the top left is a circular logo for the 'ONBOARD REWARDS ALLIANCE PROGRAM' featuring a compass rose. To its right is the word 'NEWS' in large, bold, red letters. Below the logo and title is a grey banner with text: 'Youve just earned 50 OnBoard Rewards Points for reading this newsletter! All you need to do is FIND the code, LOGIN to your OnBoard Rewards account and REDEEM! HINT: The code is 7 characters in length'. Below this is a red banner with the date 'Oct 2014 - Issue 3' and the title 'NEW REDESIGNED PRODUCT'. The main article is titled 'New SeaStar Cylinders Offer Improvements In Performance and Durability To Proven Design'. The text describes upgrades to the barrel, sealing system, and fittings. A small image of a 'Sierra' product box is shown on the left. On the right, there is a detailed image of a SeaStar hydraulic cylinder with callouts for 'New Look', 'ORB Fittings', and 'New Sealing System'.

**ONBOARD REWARDS ALLIANCE PROGRAM**

# NEWS

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Oct 2014 - Issue 3 **NEW REDESIGNED PRODUCT**

### Same Trusted Products, NEW UPDATED LOOK!

Be on the lookout for our updated Rotating Electric packaging.

Make sure to peek inside the box for a FREE gift, too!



### New SeaStar Cylinders Offer Improvements In Performance and Durability To Proven Design

SeaStar Solutions, the leader in marine steering, has introduced a new outboard hydraulic cylinder featuring upgrades to the barrel, sealing system and fittings. These upgrades are designed to keep pace with the introduction of heavier, higher horsepower engines found on todays new boats.

SeaStar cylinders will now feature a more robust barrel. While the new cylinders use the same precision ground chrome plated stainless steel ram, new proprietary barrel seals will offer excellent resistance to repeated compression and are designed to better withstand the effects of sun, heat and saltwater.

New cylinders also feature improved O-Ring Boss (ORB) hose fittings that provide a fluid-tight seal under high pressure, as well making installation easier and more positive.

In addition to performance improvements, the housing, brackets and graphics have been updated to better complement the styling on new boats and motors [LEARN MORE](#)

**New Look**  
The robust barrel and new graphics complement the styling on new boats and motors

**ORB Fittings**  
Stainless steel adjustable O-Ring (ORB) fitting for easier installation

**New Sealing System**  
Offers excellent resistance to repeated compression set and is designed to better withstand the harsh environment



# Website

## Dealer Network Communication - Eblasts

- Stay up to date
  - Bulletins
  - Focus items
  - New tools available to help the dealer



# Website

## SeaStar Solutions / Sierra Website

- The SeaStar Solutions / Sierra Website is the most under utilized tool available to a dealer
  - Dealer Network – Locator – Sign-Up
  - Marketing
    - All brochures and reference aids can either be ordered if available or viewed and downloaded from the site.
    - Logo's for newsletters, flyers and advertising.
    - Flyer builder for SeaStar products
    - Image Library for use in flyers, advertisements and web design.



# Website

## SeaStar Solutions / Sierra Website

- Marketing (continued)
  - Videos
    - CD's available on SPA and Power Purge Jr.
    - Engine and Drive Parts
    - Controls and Cables
    - Steering
    - Hose



# Website

## SeaStar Solutions / Sierra Website

- Instruction Manuals
  - Controls and Cables
  - Steering Systems
  - Engine and Drive Parts
- Support
  - Technical
  - Customer Service
  - Warranty
  - FAQ's
  - Phone Numbers / Operating Hours / Address

The screenshot shows the SeaStar Solutions website. The header features the SeaStar Solutions logo, a search bar, and navigation links: Home, Products, Support, Contact Us, Marketing, Find a Dealer, Shop Online, and Global Locator. Social media icons for YouTube, Facebook, LinkedIn, and Twitter are also present. The main content area is titled "Engine and Drive Parts" and includes a sub-heading "Why Choose Sierra products?". Below this, there are several sections with icons and text: "Sierra Warranty", "Sierra Coverage", "Sierra Financing", and "Sierra Customer Support". A "Sierra Technical Support" section is also visible. On the right side, there is a "sierra" logo and a list of product categories: "Boat Parts and More", "Water Entry", "Fuel Systems & More", "Electronics & More", and "Outboard Motors".



# Website

## SeaStar Solutions / Sierra Website

- Engine & Drive Parts
  - Product Information
  - Online Parts Interchange
    - Cross Competitive Part Number to Sierra if Available
      - For Mercury Parts Leave Off the A1, Q1, T etc.
  - Online Catalog
    - Excellent tool at parts counter – Quick Look-Up
    - Print specific pages for your customer
  - Technical Updates / Service Bulletin Archive
  - Warranty
    - Print Warranty Flyer / Toll Free Number

