WINNERS GO THE DISTANCE.

WINNERS GO FOR THE MAX.

In a saltwater fishing tournament, even the little things could add up to big consequences. Or big winnings. That's why, in 2003, winners of South Florida's biggest tournaments were powered by the reliable, powerful performance of Mercury OptiMax.® A proven winner time after time. So whether you're talking to customers who want to land a stout king or a stout paycheck, tell them to do what the pros do **GO FOR THE MAX**

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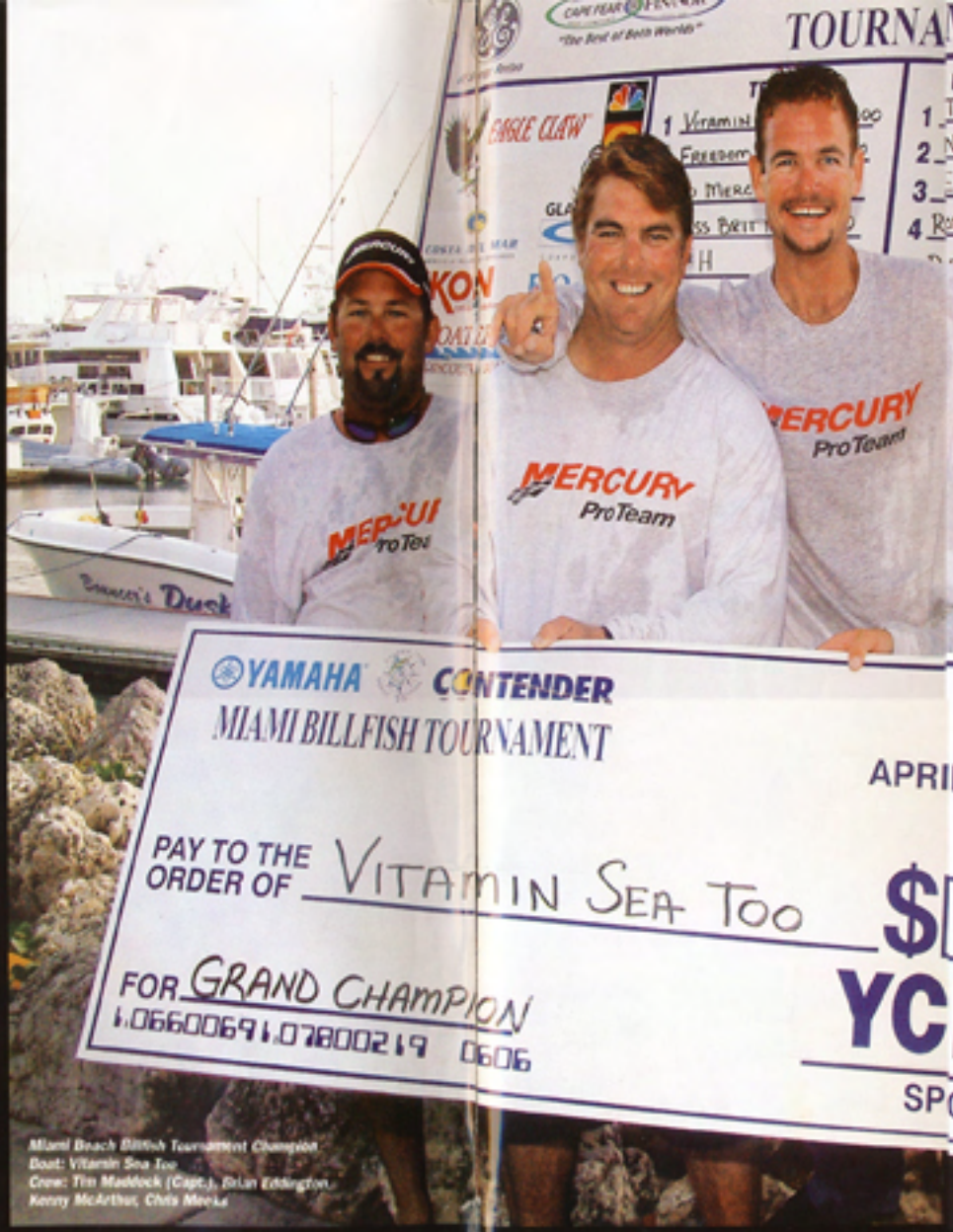
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