

when did evinrude go out of business

when did evinrude go out of business is a question that has intrigued boating enthusiasts and industry professionals alike. Evinrude, a brand synonymous with outboard motors, has a storied history dating back to the early 20th century. In this article, we will explore the timeline of Evinrude's rise and eventual decline, detailing the factors that led to its closure. We will also discuss the impact Evinrude left on the marine industry, the significance of its innovations, and what the future holds for the brand. This comprehensive overview will provide insights into when Evinrude went out of business, alongside the broader context of its operations and legacy.

- History of Evinrude
- The Rise of Evinrude
- Challenges Faced by Evinrude
- When Did Evinrude Go Out of Business?
- The Legacy of Evinrude
- What's Next for Evinrude?

History of Evinrude

Evinrude was founded in 1907 by Ole Evinrude, a Norwegian immigrant. His passion for boating and innovation led to the creation of the first commercially successful outboard motor. The original Evinrude motor was a revolutionary product at the time, offering a lightweight and efficient alternative to inboard engines. Over the years, Evinrude became a staple in the boating industry, known for its quality and performance.

The company experienced significant growth throughout the early to mid-20th century, becoming one of the leading manufacturers of outboard motors. By the 1950s and 60s, Evinrude's reputation for reliability and innovation was well-established, and the brand was synonymous with recreational boating. Evinrude's commitment to engineering excellence allowed it to introduce numerous advancements in outboard technology, making boating more accessible and enjoyable for enthusiasts across the globe.

The Rise of Evinrude

Innovations and Product Development

During its early years, Evinrude focused heavily on research and development, which led to several groundbreaking innovations in outboard motor technology. Some of the notable advancements included:

- Two-stroke engines that significantly improved power-to-weight ratios.
- Electric start motors for easier operation.
- Lower emissions technology that addressed environmental concerns.
- Advanced cooling systems to enhance engine performance and longevity.

These innovations not only solidified Evinrude's position in the market but also influenced the design and functionality of outboard motors across the industry. The brand's commitment to quality and performance ensured a loyal customer base, especially among recreational boaters and fishing enthusiasts.

Market Expansion

As the popularity of boating grew in the post-war era, Evinrude capitalized on the increasing demand for outboard motors. The company expanded its product lineup to cater to various segments, including fishing boats, recreational crafts, and commercial marine applications. Evinrude also established a strong dealer network, which helped distribute its products effectively and provided customers with reliable service support.

Challenges Faced by Evinrude

Increased Competition

Despite its early success, Evinrude faced growing competition from other manufacturers in the outboard motor industry. Brands like Yamaha, Honda, and Mercury began to capture significant market share by offering innovative products and competitive pricing. This intensifying competition put pressure on Evinrude to continuously innovate and adapt to changing consumer preferences.

Economic Factors

The economic landscape also posed challenges for Evinrude. Fluctuations in the economy, coupled with rising costs of production and materials, affected profitability. The 2008 financial crisis had a particularly adverse impact on the marine industry, leading to reduced consumer spending on recreational boating. As sales declined, Evinrude struggled to maintain its market presence.

Corporate Changes

In the late 20th and early 21st centuries, Evinrude underwent several corporate changes, including ownership transfers and restructuring efforts. These changes often led to uncertainty within the company and impacted its ability to focus on product development and marketing. The shifting corporate landscape contributed to a decline in brand loyalty, as consumers began to question the stability and future of the Evinrude brand.

When Did Evinrude Go Out of Business?

In May 2020, Evinrude officially announced that it would cease production of outboard motors, marking the end of an era for the brand. The decision came as part of a strategic shift by its parent company, BRP (Bombardier Recreational Products), to focus on its more profitable brands and product lines. The abrupt closure surprised many in the industry, as Evinrude had been a key player in the outboard motor market for over a century.

The cessation of operations was attributed to various factors, including the aforementioned economic challenges, increasing competition, and a declining market for two-stroke outboard motors, which Evinrude was known for producing. Despite attempts to revitalize the brand and introduce new products, the company ultimately could not sustain its operations in a challenging market environment.

The Legacy of Evinrude

Even though Evinrude is no longer in business, its legacy continues to impact the boating industry. The brand is remembered for its pioneering spirit and numerous contributions to outboard motor technology. Many vintage Evinrude motors are still in use today, cherished by collectors and boating enthusiasts alike. The innovations introduced by Evinrude helped shape the standards for modern outboard motors, emphasizing efficiency, reliability, and ease of use.

Additionally, Evinrude's commitment to environmental stewardship paved the way for future advancements in cleaner and more sustainable boating technologies. The brand's history serves as a testament to the importance of innovation and adaptability in a rapidly evolving market.

What's Next for Evinrude?

While Evinrude as a manufacturing entity has ceased operations, the brand still holds significant value within the marine community. There are ongoing discussions about the potential for Evinrude motors to be revived or reimaged in collaboration with other brands or as part of new technologies. The emphasis on electric and hybrid propulsion systems is gaining traction, and Evinrude's legacy could play a role in future developments.

Additionally, the aftermarket for Evinrude parts and services remains robust, as many boaters continue to rely on their existing Evinrude motors. The brand's rich history and loyal customer base could potentially inspire new ventures or partnerships aimed at revitalizing the Evinrude name in the marine industry.

Q: When did Evinrude go out of business?

A: Evinrude officially ceased production of outboard motors in May 2020.

Q: What led to Evinrude's closure?

A: Evinrude's closure was influenced by economic challenges, increased competition, and a strategic decision by its parent company, BRP, to focus on more profitable brands.

Q: What innovations did Evinrude introduce?

A: Evinrude is known for innovations such as two-stroke engines, electric start motors, and advanced cooling systems, which have significantly shaped outboard motor technology.

Q: Is Evinrude still a recognized brand?

A: Yes, Evinrude remains a recognized brand within the marine community, known for its history and contributions to outboard motor technology.

Q: What is the future of Evinrude motors?

A: While Evinrude motors are no longer produced, there are discussions about potential revivals or new developments, particularly in electric and hybrid technologies.

Q: Are there aftermarket parts available for Evinrude motors?

A: Yes, there is a robust aftermarket for Evinrude parts and services, as many boaters continue to use their Evinrude motors.

Q: How did Evinrude impact the marine industry?

A: Evinrude played a significant role in the marine industry by introducing innovations that improved the performance, efficiency, and accessibility of outboard motors.

Q: What is the significance of Evinrude's legacy?

A: Evinrude's legacy is significant due to its pioneering innovations and the lasting impact it had on boating technology, influencing modern outboard motor design and environmental considerations.

Q: Why did Evinrude focus on two-stroke engines?

A: Evinrude focused on two-stroke engines because they offered a favorable power-to-weight ratio and were lighter than four-stroke engines, making them popular among recreational boaters.

When Did Evinrude Go Out Of Business

Find other PDF articles:

<http://www.speargroupllc.com/gacor1-05/files?ID=bgm12-5399&title=bat-masterson-facts.pdf>

when did evinrude go out of business: The SAE Journal , 1929 Vols. 30-54 (1932-46) issued in 2 separately paged sections: General editorial section and a Transactions section. Beginning in 1947, the Transactions section is continued as SAE quarterly transactions.

when did evinrude go out of business: SAE Transactions Society of Automotive Engineers, 1929 Vols. for include index which has title: SAE transactions and literature developed.

when did evinrude go out of business: Hardware and House Furnishing Goods , 1918

when did evinrude go out of business: BRIGGS,BRANCH,FOSTER, McGLUMPHY & NICHOLS ANCESTORS S.F. Briggs II, 2015-01-02 Detailed genealogical information on the Briggs, Branch, Foster & McGlumphy families from England and Scotland with extensive facts about them since their arrival in America. Joseph Briggs settled mid 1700's on Block Island. Peter Branch arrived at Duxbury, MA in 1638. John Foster came to Salem, MA. in 1640. John McGlumphy was from Northern Ireland even though he was Scottish and settled in Washington County, PA. He arrived in America around 1780. Asa Nichols was born in Mass in 1765, The family having come from England. After a brief time in NY they put down roots in Battle Creek, MI. where they were one of the founders of Nichols-Shepard an early manufacturer of farm equipment

when did evinrude go out of business: Power Boating , 1929

when did evinrude go out of business: Collier's , 1912

when did evinrude go out of business: American Illustrated Magazine , 1928

when did evinrude go out of business: Just a Little Country Boy LeRoy T. Allen Sr., 2006-08-08 Just A Little Country Boy is a story of the trials in the life of a young black boy born during the late Depression years in Arkansas. In 1940, when segregation was at its worst in the South, his father moved the family to Milwaukee, Wisconsin in search of a better life. An industrial revolution was taking place throughout the North at the time, offering better employment

opportunities for the black man. Therefore the Black Migration began with black families leaving the servile attitudes of the South with the dreams of a better life. LeRoy Allen was blessed with good, hard-working parents who taught him to take pride in himself, to work hard, use good manners, and to respect all people. As a teenager, he took an interest in, and competed in almost all sports, but his big interest was boxing. He became Wisconsin State Golden Gloves champion for 3 different years. Later, he spent a few years as a professional boxer, meeting and sparring with many well-known boxers of that era. As a young adult, he became more aware of the prejudices and inequities surrounding the black man. Most of his adult years were spent moving from job to job, trying to improve his circumstances, while searching for decent employment to support his growing family. After experiencing nearly 50 different jobs, he succeeded in being hired into a position for which he was trained and well qualified. He was well into middle age before the job market began to hire women or blacks into responsible positions. Mr. Allen records many of the changes in the attitudes towards blacks in Milwaukee, and across the nation, as they occurred during the last half of the 20th century. It is a story of faith, determination, and fortitude and a real insight into our nation's awakening to the talents of our black citizens and our growing respect for their contributions to our society.

when did evinrude go out of business: Motorboating - ND , 1928-01

when did evinrude go out of business: *MotorBoating* , 1929-01

when did evinrude go out of business: *Atkinson's Evening Post, and Philadelphia Saturday News* , 1924 SCC Library has 1974-89; (plus scattered issues).

when did evinrude go out of business: *Boys' Life* , 1968-01 Boys' Life is the official youth magazine for the Boy Scouts of America. Published since 1911, it contains a proven mix of news, nature, sports, history, fiction, science, comics, and Scouting.

when did evinrude go out of business: COMPANY INC: 2nd editon Rebecca Bass, 2014-01-15 Rape, murder, stalking...not in the violent streets of a seething metropolis, but in the corridors of a major corporation in a sleepy Southern setting. A novel twist adds a contemporary feature: the perp is an untreated victim of childhood sexual abuse at the hands of his parish priest, a factor that becomes central in the final resolution. Company Inc is a mystery, a Whodunit. Someone is out to get Jack Enright, who runs an Employee Assistance Program for SEPCO, a large southern multi-state electric utility. The story begins with Enright becoming involved in the case of an employee who was raped; she charges she was raped by a top company executive at a company function! In the course of trying to arrange help for the woman, Jack discovers that the executive has been transferred to corporate headquarters out of state; that various people connected to the situation are being stalked, and one actually killed; and that his own status with the company is threatened. Finally it becomes clear to Jack that it is his very life that is being threatened. After the second attempt on his life, Jack and his wife are forced into hiding until the new company head offers Jack a separation with a large severance package. Believing they are no longer threatened, they take a final romantic trip to their favorite oceanfront fishing area, only to have the murderer follow them in one last attempt to kill Jack. The story comes to a horrific bloody climax, and only then does Jack discover the reality of his peril.

when did evinrude go out of business: *Hunter-trader-trapper* , 1925

when did evinrude go out of business: *The American Exporter* , 1923

when did evinrude go out of business: *Boys' Life* , 1956-05 Boys' Life is the official youth magazine for the Boy Scouts of America. Published since 1911, it contains a proven mix of news, nature, sports, history, fiction, science, comics, and Scouting.

when did evinrude go out of business: *Michigan Farmer and State Journal of Agriculture* , 1917

when did evinrude go out of business: *The Rotarian* , 1966-06 Established in 1911, The Rotarian is the official magazine of Rotary International and is circulated worldwide. Each issue contains feature articles, columns, and departments about, or of interest to, Rotarians. Seventeen Nobel Prize winners and 19 Pulitzer Prize winners - from Mahatma Gandhi to Kurt Vonnegut Jr. -

have written for the magazine.

when did evinrude go out of business: Boys' Life , 1963-06 Boys' Life is the official youth magazine for the Boy Scouts of America. Published since 1911, it contains a proven mix of news, nature, sports, history, fiction, science, comics, and Scouting.

when did evinrude go out of business: Popular Science , 1927-05 Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

Related to when did evinrude go out of business

Dissociative Identity Disorder (DID): Symptoms & Treatment Dissociative identity disorder (DID) is a mental health condition where you have two or more separate personalities that control your behavior at different times

Dissociative identity disorder - Wikipedia In controlled studies, non-specialised treatment that did not address dissociative self-states did not substantially improve DID symptoms, though there may be improvement in patients' other

Dissociative Identity Disorder (Multiple Personality Disorder) Dissociative identity disorder (DID) is a rare condition in which two or more distinct identities, or personality states, are present in—and alternately take control of—an individual

Dissociative Identity Disorder (DID): Sytptoms, Causes, and Treatment What Is Dissociative Identity Disorder? Dissociative identity disorder (DID), formerly known as multiple personality disorder, is a complex mental health condition characterized by

Dissociative Identity Disorder (Multiple Personality Disorder) If you have DID, you may find yourself doing things you wouldn't normally do, such as speeding, reckless driving, or stealing money from your employer or friend

DID: Types, Symptoms, Causes, Diagnosis, Treatment and More - Health If you or someone you know has DID and is experiencing thoughts of suicide or self-harm, please call or text the National Suicide Prevention Lifeline at 988 for free and

Dissociative Identity Disorder (DID): Symptoms, Test, Specialist DID often co-occurs with other emotional conditions, including posttraumatic stress disorder (PTSD), borderline personality disorder (BPD), and a number of other personality disorders, as

DID Resources for Trauma and Dissociative Disorders DID Toolbox - A toolbox for grounding techniques, stopping negative self-talk, coping skills, inner communication, and more. Dis-so - Theresa's Self-Help Lab: Resources for dealing with

DID Explained: Symptoms, Causes, and Support - McLean Hospital DID is associated with long-term exposure to trauma, often chronic traumatic experiences during early childhood. It is often misunderstood and portrayed incorrectly in

Dissociative Identity Disorder (DID) DSM-5 Criteria 6 days ago The DSM-5 criteria for dissociative identity disorder (DID) center around multiple personalities, amnesia as well as three other DID criteria. Learn more

Dissociative Identity Disorder (DID): Symptoms & Treatment Dissociative identity disorder (DID) is a mental health condition where you have two or more separate personalities that control your behavior at different times

Dissociative identity disorder - Wikipedia In controlled studies, non-specialised treatment that did not address dissociative self-states did not substantially improve DID symptoms, though there may be improvement in patients' other

Dissociative Identity Disorder (Multiple Personality Disorder) Dissociative identity disorder (DID) is a rare condition in which two or more distinct identities, or personality states, are present in—and alternately take control of—an individual

Dissociative Identity Disorder (DID): Sytptoms, Causes, and Treatment What Is Dissociative Identity Disorder? Dissociative identity disorder (DID), formerly known as multiple personality

disorder, is a complex mental health condition characterized by

Dissociative Identity Disorder (Multiple Personality Disorder) If you have DID, you may find yourself doing things you wouldn't normally do, such as speeding, reckless driving, or stealing money from your employer or friend

DID: Types, Symptoms, Causes, Diagnosis, Treatment and More - Health If you or someone you know has DID and is experiencing thoughts of suicide or self-harm, please call or text the National Suicide Prevention Lifeline at 988 for free and

Dissociative Identity Disorder (DID): Symptoms, Test, Specialist DID often co-occurs with other emotional conditions, including posttraumatic stress disorder (PTSD), borderline personality disorder (BPD), and a number of other personality disorders, as

DID Resources for Trauma and Dissociative Disorders DID Toolbox - A toolbox for grounding techniques, stopping negative self-talk, coping skills, inner communication, and more. Dis-so - Theresa's Self-Help Lab: Resources for dealing with

DID Explained: Symptoms, Causes, and Support - McLean Hospital DID is associated with long-term exposure to trauma, often chronic traumatic experiences during early childhood. It is often misunderstood and portrayed incorrectly in

Dissociative Identity Disorder (DID) DSM-5 Criteria 6 days ago The DSM-5 criteria for dissociative identity disorder (DID) center around multiple personalities, amnesia as well as three other DID criteria. Learn more

Dissociative Identity Disorder (DID): Symptoms & Treatment Dissociative identity disorder (DID) is a mental health condition where you have two or more separate personalities that control your behavior at different times

Dissociative identity disorder - Wikipedia In controlled studies, non-specialised treatment that did not address dissociative self-states did not substantially improve DID symptoms, though there may be improvement in patients' other

Dissociative Identity Disorder (Multiple Personality Disorder) Dissociative identity disorder (DID) is a rare condition in which two or more distinct identities, or personality states, are present in—and alternately take control of—an individual

Dissociative Identity Disorder (DID): Syptoms, Causes, and What Is Dissociative Identity Disorder? Dissociative identity disorder (DID), formerly known as multiple personality disorder, is a complex mental health condition characterized by

Dissociative Identity Disorder (Multiple Personality Disorder) If you have DID, you may find yourself doing things you wouldn't normally do, such as speeding, reckless driving, or stealing money from your employer or friend

DID: Types, Symptoms, Causes, Diagnosis, Treatment and More - Health If you or someone you know has DID and is experiencing thoughts of suicide or self-harm, please call or text the National Suicide Prevention Lifeline at 988 for free and

Dissociative Identity Disorder (DID): Symptoms, Test, Specialist DID often co-occurs with other emotional conditions, including posttraumatic stress disorder (PTSD), borderline personality disorder (BPD), and a number of other personality disorders, as

DID Resources for Trauma and Dissociative Disorders DID Toolbox - A toolbox for grounding techniques, stopping negative self-talk, coping skills, inner communication, and more. Dis-so - Theresa's Self-Help Lab: Resources for dealing with

DID Explained: Symptoms, Causes, and Support - McLean Hospital DID is associated with long-term exposure to trauma, often chronic traumatic experiences during early childhood. It is often misunderstood and portrayed incorrectly in

Dissociative Identity Disorder (DID) DSM-5 Criteria 6 days ago The DSM-5 criteria for dissociative identity disorder (DID) center around multiple personalities, amnesia as well as three other DID criteria. Learn more

Dissociative Identity Disorder (DID): Symptoms & Treatment Dissociative identity disorder (DID) is a mental health condition where you have two or more separate personalities that control

your behavior at different times

Dissociative identity disorder - Wikipedia In controlled studies, non-specialised treatment that did not address dissociative self-states did not substantially improve DID symptoms, though there may be improvement in patients' other

Dissociative Identity Disorder (Multiple Personality Disorder) Dissociative identity disorder (DID) is a rare condition in which two or more distinct identities, or personality states, are present in—and alternately take control of—an individual

Dissociative Identity Disorder (DID): Symptoms, Causes, and Treatment What Is Dissociative Identity Disorder? Dissociative identity disorder (DID), formerly known as multiple personality disorder, is a complex mental health condition characterized by

Dissociative Identity Disorder (Multiple Personality Disorder) If you have DID, you may find yourself doing things you wouldn't normally do, such as speeding, reckless driving, or stealing money from your employer or friend

DID: Types, Symptoms, Causes, Diagnosis, Treatment and More - Health If you or someone you know has DID and is experiencing thoughts of suicide or self-harm, please call or text the National Suicide Prevention Lifeline at 988 for free and

Dissociative Identity Disorder (DID): Symptoms, Test, Specialist DID often co-occurs with other emotional conditions, including posttraumatic stress disorder (PTSD), borderline personality disorder (BPD), and a number of other personality disorders, as

DID Resources for Trauma and Dissociative Disorders DID Toolbox - A toolbox for grounding techniques, stopping negative self-talk, coping skills, inner communication, and more. Dis-so - Theresa's Self-Help Lab: Resources for dealing with

DID Explained: Symptoms, Causes, and Support - McLean Hospital DID is associated with long-term exposure to trauma, often chronic traumatic experiences during early childhood. It is often misunderstood and portrayed incorrectly in

Dissociative Identity Disorder (DID) DSM-5 Criteria 6 days ago The DSM-5 criteria for dissociative identity disorder (DID) center around multiple personalities, amnesia as well as three other DID criteria. Learn more

Back to Home: <http://www.speargroupllc.com>