



For Immediate Release  
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## **PCM MARINE ENGINES ANNOUNCES DOUBLE DUTY IPAD APPLICATION**

LITTLE MOUNTAIN, SC (December 20, 2011) —PCM Marine Engines is proud to announce the availability of the PCM Engines iPad app, downloadable on iTunes for free.

For over 35 years, PCM has provided top quality inboard engines for the world's finest watersports boats. This focus on building the best inboard engines is highlighted in the PCM Engines iPad app that has multiple functions. The app is a useful tool for PCM engine owners, with the inclusion of FAQs, Owners and Parts Manuals, and a PCM Premier Dealer Locator. The app is also a functioning sales tool for the advantages of PCM Marine Engines, by showcasing Company Information, Product Portfolio, and Exclusive Features and Benefits. We invite you to navigate through this app and watch the videos to see the clear differences between PCM and the competition. When it comes to performance, durability, reliability and customer satisfaction, it's **ADVANTAGE PCM**.

"The PCM Engines iPad app will serve double duty. It can be a useful tool for our customers operating and maintaining their PCM product, as well as be a powerful sales tool for dealers around the world, by providing all the expansive benefits of PCM Engines with the touch of a screen. We are absolutely thrilled with the finished product," stated Pleasurecraft Engine Group President Chuck Thurman.

To experience the PCM Engines iPad app, visit [www.pcmengines.com](http://www.pcmengines.com) and click on the app link, or [click here](#) from an iPad.

PCM is a division of Pleasurecraft Engine Group, the leading manufacturer of gasoline inboard engines in the world. To explore the PCM advantage, visit [www.pcmengines.com](http://www.pcmengines.com).

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