



PRESSE-INFORMATION
PRESS RELEASE

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ZF Marine Announces Partnership with Connected Boat® Pioneer Siren Marine

- **The two forward-thinking companies working together to deliver the ZF connected experience, providing enhanced customer support and service**
- **Siren Marine's cloud-based Connected Boat Platform will connect boaters with their ZF transmissions 24/7, keeping them informed about the status of their transmissions.**

Fort Lauderdale. ZF Marine a world leader in marine propulsion technology announced today that it is partnering with Siren Marine, industry experts in Connected Boat® technology and customized app development, to deliver a comprehensive, interactive Connected Boat experience created specifically for ZF Marine customers.

Through this partnership, Siren Marine's cloud-based Connected Boat Platform will connect boaters with their ZF transmissions 24/7, keeping them informed about the status of their equipment, tracking usage hours, alerting them to potential issues, and providing notifications about recommended service intervals. By always having this information at their fingertips, boaters can minimize potential downtime, enjoy trouble-free boating and have a better overall boating experience.

This integration of Siren Marine and ZF Marine also connects ZF end-user customers with the company (and vice versa) in a variety of beneficial ways. Through specially created tiles on the Siren Marine App, boaters can connect with the world-class ZF Support Team directly via phone or in-app email to ask questions about their propulsion system and receive help from in-house factory experts. This exclusive functionality puts vital performance and diagnostic information at the fingertips of boaters and helps customers connect with ZF authorized service providers.



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Users who receive alerts about reaching suggested maintenance intervals and are curious to learn more can quickly and easily link to information on the ZF website related to that specific general maintenance threshold. Boaters also have the ability to opt-in to share non-personal information relating to boat use and boating activity with ZF, to help the company better understand how, when, and where customers use their products so ZF can continue to provide them with components that provide the best possible boating experience.

"We want all boaters with ZF equipped vessels to have the best possible experiences with our propulsion products through seamless and easy interactions with our company," said Keith Stanley, ZF Marine Pleasure Craft Product Line Manager North & Central America. "Our drive as an organization is to introduce connected systems that can provide boat owners with technology that improves the overall boating experience — but it has to be executed in a manner that makes sense for our business. Siren Marine stepped up to help us create an 'app within an app' that meets our customer's needs all within the existing framework of its connected boat technology," added Stanley.

"It was clear early on in this process that our technology and ZF's commitment to providing a superior user experience were an ideal match," said Siren Marine Founder and CEO Daniel Harper. "ZF is not just a manufacturer of transmissions and controls; it is a marine propulsion leader. A boat can have many different makes, types and models of engines, but it's ZF technology that transfers this power to the water. ZF is the critical link that makes a boat move, and it's literally the key touch-point between the boater and his machine. We're proud to help ZF find new ways to deliver the best user experience and customer service in the industry," added Harper.

These capabilities are available to existing ZF customers by adding the Siren MTC to their boats and downloading the free Siren Marine app for iOS and Android devices. For existing users of Siren MTC technology, this integration with ZF is fully backwards compatible.



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Siren Marine and ZF have worked together to make it an easy and seamless process for boaters to get connected to their onboard ZF systems. Today, it's just a matter of entering the product serial number, in the future, it could be as easy as scanning a QR code.

The Siren/ZF app is in the final stages of development and testing, with a targeted public release date of early Q1 2020.

Caption:

ZF Marine's partnership with Siren Marine and their Connected Boat® technology has resulted in 24/7 transmission monitoring technology at your fingertips, through your smart device.

Image: ZF/Siren Marine

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ZF Friedrichshafen AG

ZF is a global technology company and supplies systems for passenger cars, commercial vehicles and industrial technology, enabling the next generation of mobility. With its comprehensive technology portfolio, the company offers integrated solutions for established vehicle manufacturers, mobility providers and start-up companies in the fields of transportation and mobility. ZF continually enhances its systems in the areas of digital connectivity and automation in order to allow vehicles to see, think and act.

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In 2018, ZF achieved sales of €36.9 billion. The company has a global workforce of 149,000 with approximately 230 locations in 40 countries. ZF invests over six percent of its sales in research and development annually.

For further press information and photos please visit: www.zf.com

Siren Marine

For more information about Siren Marine Connected Boat technology and its many applications, please call 401-619-4774 or visit www.sirenmarine.com