

HAM HAMBERGER DEAD AT 86

Marine industry veteran and innovator passes away July 24, 2015

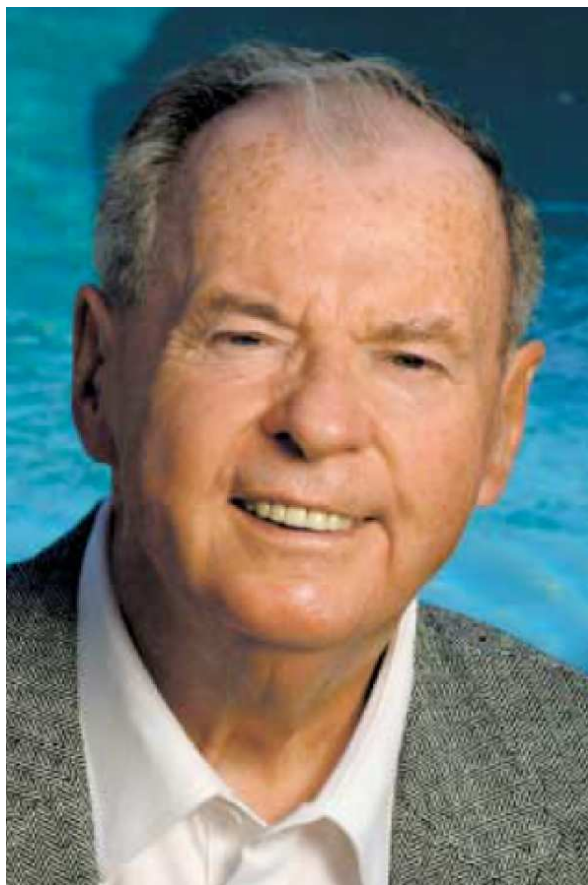
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Sylvan "Ham" Hamberger passed away on July 24, 2015 in Palm Desert, California. He was 89 years old.

Hamberger was born August 22, 1928, in Baltimore, Md. Mr. Hamberger was a graduate of the University of Baltimore with an undergraduate degree in Industrial Management and attended the Harvard Business School Advanced Management Program.

Over the course of his 40-year career in the marine industry, Mr. Hamberger was well recognized as an industry leader and marketing innovator, and in 1995 he was one of the first individuals to be inducted into the National Marine Manufacturers Association's Hall of Fame. For 22 years, Mr. Hamberger worked at Mercury Marine. He directed many successful advertising campaigns for the company, including the famous "Black Max" ad and the memorable "Switch Ad" series, which showed dealers who chose to sell his products over those of competitors.

He left Mercury in 1979 to work for Boston Whaler before joining Yamaha Motor Corporation in 1982 as division manager of Yamaha Outboards. There, he successfully orchestrated the introduction of Yamaha Outboards into the U.S. market and was elected senior vice president, general manager and board member for Yamaha Motors USA. Through Ham's guidance, Yamaha's outboard motor division captured 15 percent of the market, moving from scratch to sales of more than \$300 million.



In 1989, Ham left Yamaha to become president, CEO and partner at Tracker Marine. Through his direction, Tracker Marine accelerated quickly as a industry leader.

In addition to his very active business career, Mr. Hamberger also found time to serve the marine industry as a whole. He held positions as chairman for the National Marine Manufacturers Association and the Association of Marine Engine Manufacturers, and on directors' boards for the National Association of Boat Manufacturers, the American Sportfishing Association, the Federal Boat Safety Advisory Council, the American Boat and Yacht Council and the American Water Ski Education Foundation. Ham also served on as a member of the Board of Directors of Cobalt Boats, Neodesha, Kansas. Since his retirement in 1994, Ham has been living in Palm Desert, California, where he continued to remain active in the industry as a consultant.

Ham's first wife, Vivien Kelly, preceded him in death. He is survived by his wife, Connie (Van Pelt) Hamberger, of Palm Desert, California, sons Dr. Christopher S. Wilson of Golden, Colorado and

John D. Wilson (Michelle) of Stamford, Connecticut, and daughter Wendy Wilson of Cary, North Carolina; two granddaughters, Alexis (Gordie) Weightman of Denver, Colorado and Emily Parker of Denver, Colorado; and two great-granddaughters Ainslee Weightman and Charlotte Weightman of Denver, Colorado.

Donations can be made to the charity of your choice in Mr. Hamberger's memory. **Burial: Rienzi Cemetery Fond du Lac, Wisconsin**