



FOR IMMEDIATE RELEASE

Contact: Marilyn DeMartini 954-564-7234 – md@prpower.biz

Latham Marine Offers “Finger Tip” Side-Mount Steering for Yamaha F350

With over 35 years of delivering high quality, high performance steering systems for a variety of marine applications it is no surprise that Yamaha Marine Group--along with several performance fishing boat builders--welcomed Latham Marine’s new design of a side mount steering system for the new V-8, 5.3 liter F350 outboard.

These bigger, more powerful and seriously heavier outboards--well over 800 pounds--create a special challenge for traditional steering systems. While a center mount steering system is fine in most applications, side mount steering is recommended for more rigorous conditions, and is perfect for today’s performance fishing boats that pound their way miles offshore at speed. Where a center mount system essentially turns an outboard from its pivot pin and steering bracket, Latham Marine’s side mount steering system grips the outboard between the powerhead and the mid-section, turning the entire engine.

Side mount steering systems are nothing new for Latham Marine, or founder Bob Latham, who cut his business teeth designing and engineering steering systems for outboard-powered offshore race boats. These efforts evolved into a brand of performance boating components and accessories known for the quality of their design, engineering, manufacturing and durability, and the F350 side mount steering system is no exception. Unlike high-volume, low-price marine steering systems, the Latham Marine side mount system is purpose-specific, designed and manufactured to complement the F350’s form and function and for applications from single to quad motors.

Latham begins by plasma-cutting the major steering components from 316 marine-grade stainless steel. The high definition plasma cutter allows precise, intricate detailing with minimal waste. The results are “clean” edges which reduce the amount of finishing work required in the manufacturing process.

Bob Latham’s philosophy of building everything “Like it’s going on my own boat.” leaves nothing to chance. In fact, with the exception of certain valves and fittings, every component of every Latham product is designed and made at its Fort Lauderdale, Florida, facility.

Couple the Latham Marine 350 side mount or front mount steering system with its Hydro Electric Steering and the captain can steer a four-outboard fishing boat using one finger to turn the helm. The combination will deliver a full steering range “lock-to-lock” (left-to-right) in just three to seven turns of the wheel.

More...

Also for any big, multi-outboard set-ups, Latham has an exclusive line of ten-inch spacers available which keep the powerheads on wide-spread outboard set-ups at even heights. The spacers eliminate some rigging challenges and help keep the propellers in the water at the same level for improved performance and less engine-induced torque.

Personal consulting on a single component or entire steering system is available from the Latham Marine staff by calling 800-422-7267 or visiting the website at www.lathammarine.com.

Photos available upon request.

###