



Aftermarket Sales Training



## Background

- Established in 1956 - Privately Held Company
- Business Philosophy
  - a) Highest Quality – Competitive Pricing
  - b) Leader in Product Innovation
  - c) Market Leader - Strategic Partnerships

## Quality Leader

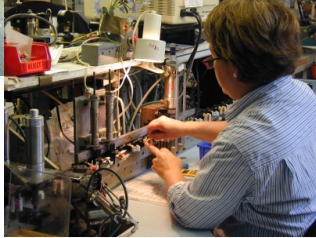
- **ISO 9001-2008 Registered**
- US Defense Logistics Agency – AVBM Gold Certification for 100% Rating on Quality & Delivery
- Preferred Supplier, BBG, IBBI, ABA, UMMA, Tohatsu, Honda, Suzuki, BRP
- Totally Vertically Integrated
  - a) Injection Molding
  - b) Meter Manufacturing
  - c) Dial Printing
  - d) Surface Mount technology
  - e) Metal Stamping
  - f) Wire Harness
  - g) Internal Environmental Testing Capabilities

## Market Leader

- The Leading Provider of Instruments to the Marine Market Supplying 350+ Major Boat Builders Worldwide offering 100s of standard & custom styles
- The Main Supplier of Gauges to the US Military
- A Major Manufacturer of Vessel Monitoring Systems for NOAA



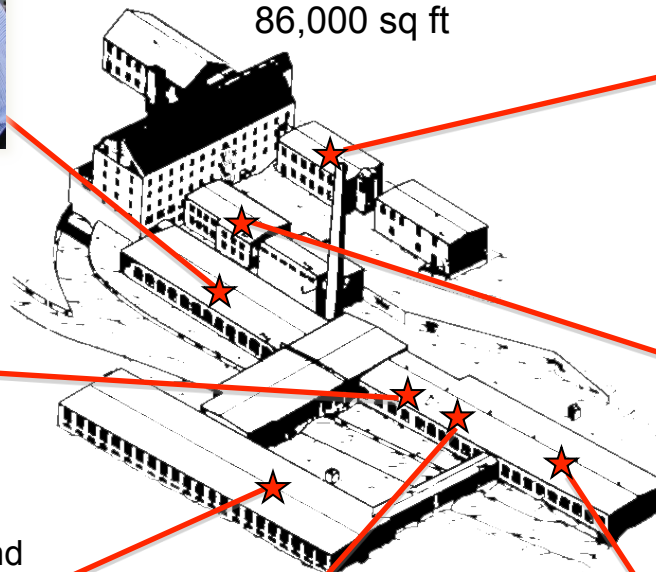
All meter movements, both bi-torque and Magne-Core, are produced in house on Faria® designed and built meter construction equipment.



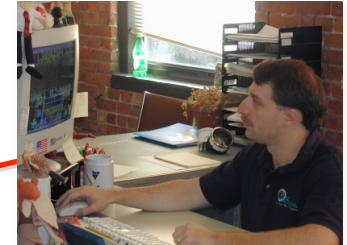
Magnet molding on meter shafts.



Each gauge is inspected by hand and readied for shipment.



In house CAD capabilities



Computer Aided Circuit Board Building



In house plastic injection molding capability up to 300 tons.



Automated Metal Forming



# Serving Industry Leading Companies

ENGINEERED *Excellence*<sup>TM</sup>

**Kubota**



**AM General**



**DOOSAN**



**HONDA MARINE**



**TOHATSU Outboards**



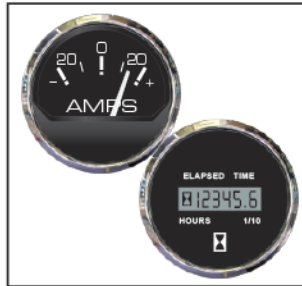
**KOHLER**



*Sea Ray*



**Husqvarna**



**SUZUKI**



**BM/BY**  
THROWERS



**POLARIS**



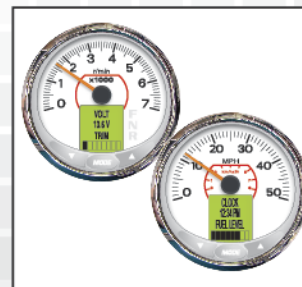
**Onan**



**MOTOR HARLEY-DAVIDSON CYCLES**



**EVINRUDE E-TEC**



# Markets Served - Sample of End-Users

 **Made in the USA**



Seagrave Fire Trucks



Tymo Sweepers



Grove/Manitowoc Cranes



Zamboni Ice Resurfacers



DRS Fermont Generators



Ranger Boats



Doosan Compressors



Roadtec Paving Equipment



Indiana Phoenix Mixers



Rotochopper Grinders



El Dorado National Buses



Preferred OEM Supplier



Preferred Supplier



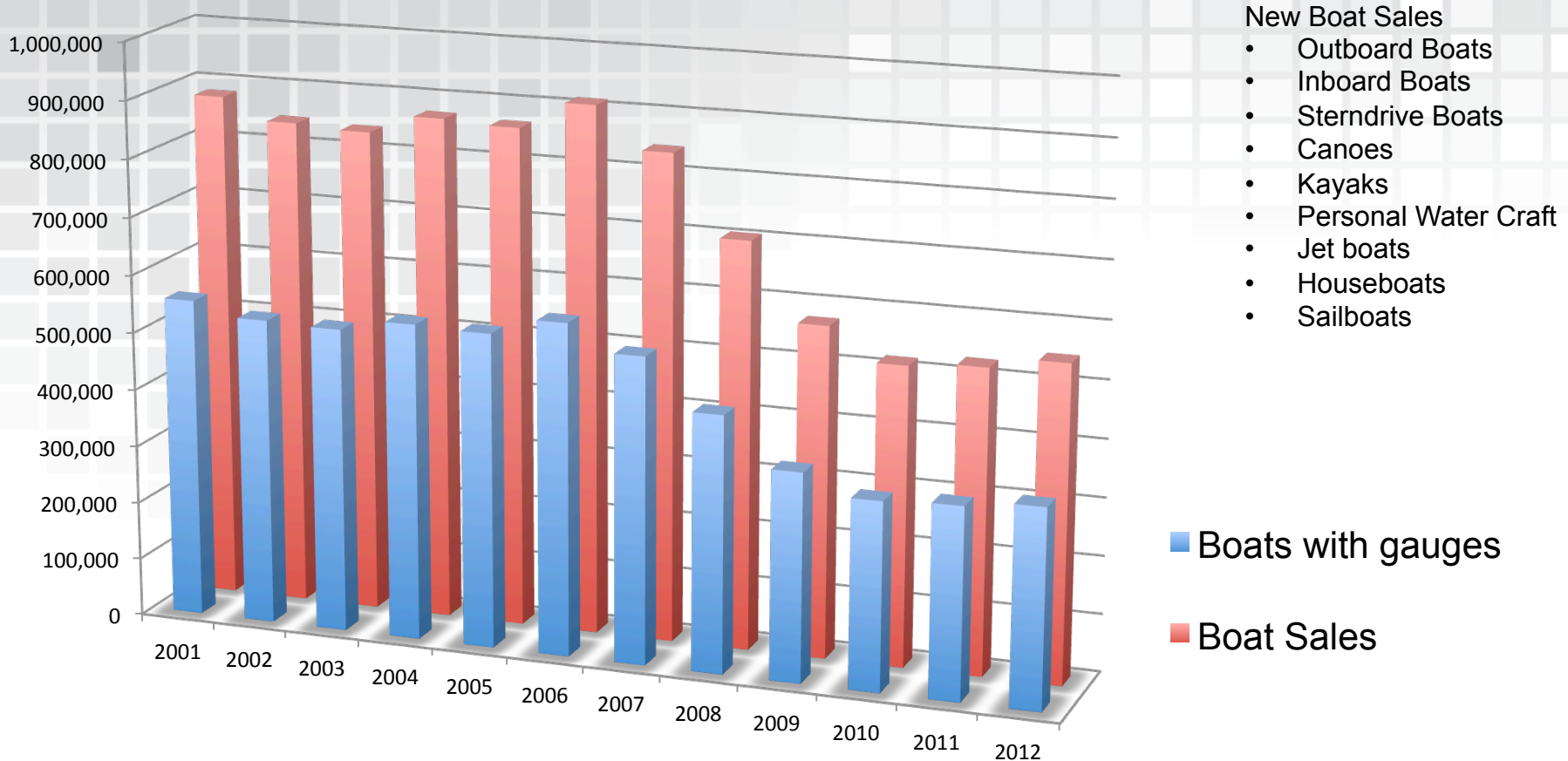
# Engine Manufacturers





# Faria sales in the aftermarket

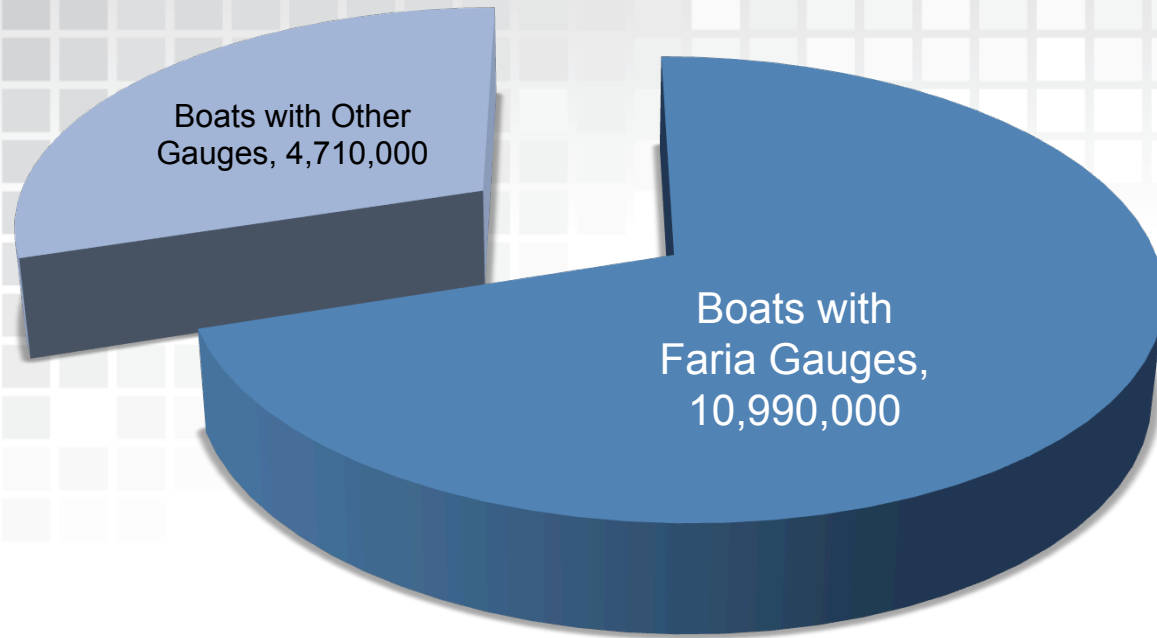
# Why is the Aftermarket so important to us?



5,619,643 **NEW** boats with gauges sold in the last 10 years.

15.7 million boats are still in use today.

## 70% Market Share

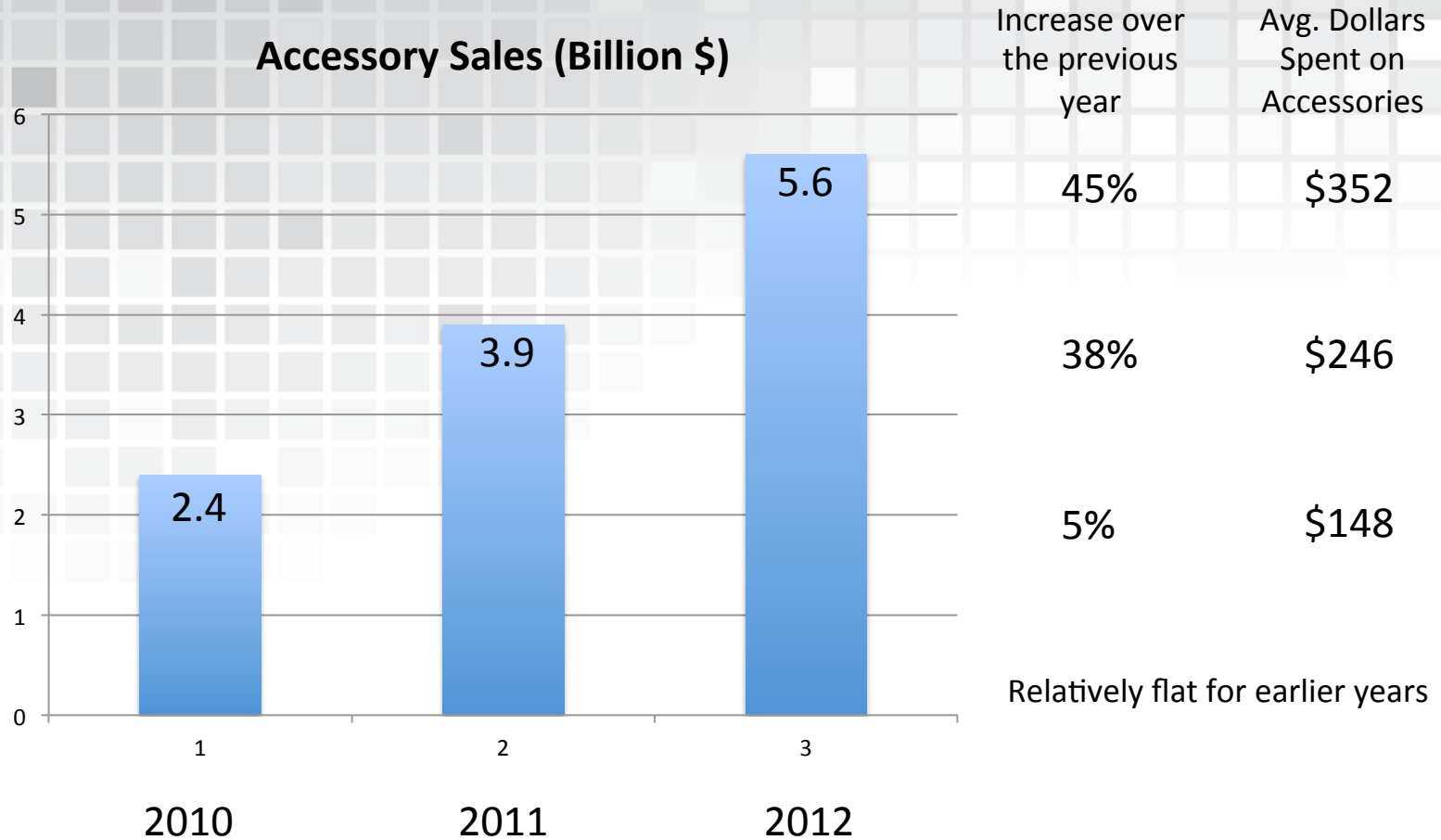


*Faria owns 70% of the Market Share for instruments sold to the Marine industry.*

***11 million potential Aftermarket sales***

Source: 2013 NMMA

# A growing Market



***Last year the average boat owner spent \$352 on accessories for their boat, or \$5.6 Billion.***

Source: 2013 NMMA

# Classic Styling – Standard Styles

ENGINEERED *Excellence*™



Chesapeake Black SS



Chesapeake White SS



Coral



Dress White



Euro



Euro Biege SS



Euro White



Kronos



Platinum



Professional Red



Spun Silver



Digital Black Fade



# Analog Instruments

Analog Instruments operate by sending a low amperage current through the gauge's meter to ground via a sending unit with variable resistance. The resistance of the sending units increase or decrease with the changes in pressure, temperature, tilt, etc. As the sender's resistance varies, the amount of current allowed to flow through it to ground changes and the meter deflects.



Available in 4 and 5 inch models and in all Faria standard styles.

**Electronic tachometers work by counting pulses generated by the ignition system, alternator, tachometer signal generator, or magnetic pick-up sender.**

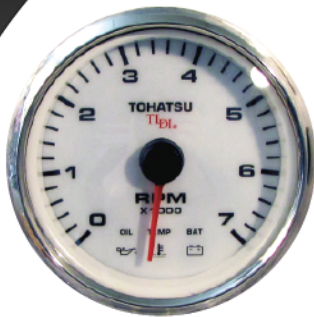
Application:

- 2 and 4 Cycle Engines
- Outboard Engines
- Diesel Engines
  - Alternator pick-up
  - Magnetic pick-up
  - Mechanical pick-up

Ranges

- Inboard and I/O engines: 6000 RPM
- Outboard engines: 7000 RPM
- Diesel Engines: 3000-5000 RPM





## Tohatsu Tachometer

7000 RPM universal tachometer with warning indicators for the Tohatsu warning light system.

Warning lights for No Oil, Engine Overheat, Check Engine and Low Oil.

(Used by Dealer for trouble shooting and service.)



## OBD Tachometer

Tachometer with warning indicators for the OBD (On-board diagnostics) monitor system.

Warning light indicates an OBD alert from the engine ECU.



## SystemCheck Tachometer

7000 RPM universal tachometer with warning indicators for the Bombardier/Evinrude / Johnson SystemCheck engines.

Warning lights for No Oil, Engine Overheat, Check Engine and Low Oil.



## Programmable Tachometer with Hourmeter

*Coming to aftermarket in 2015*

This tachometer can be programmed to function with 1, 2, 4, 6 and 8 cylinder gasoline engines and with most diesel engines, and can be used with most ignition coils including Alternator and Mag pickup inputs.

It is available in a wide range of scales or you can customize to fit your needs.



## Suzuki Monitor Tachometer

7000 RPM universal tachometer with warning indicators for the Suzuki engine monitor system.

Warning lights for Check Engine, Temperature, Oil Level and Rev Limit.



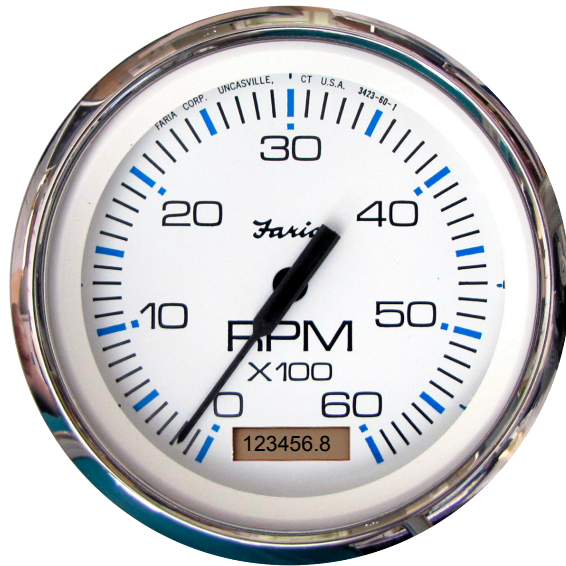
## 2-inch Tachometer

*Coming to aftermarket in 2015*

Available in ranges from 1500 RPM to 4000 RPM. This 2-inch Tachometer connects to the Alternator signal. The tachometer has four range selections for rough calibration and an adjustment potentiometer for fine adjustment.



*Available in all Faria Styles*



Available in 4 and 5 inch models  
and in all Faria standard styles.

## Recommended product for your sales team.

We suggest recommending the  
Tachometer with Hourmeter to your  
boaters.

- More valuable
- Helps the boater to be more aware of the time out on the boat
  - Timed Service Intervals
  - **Engine Running Only**  
Hourmeter records up to 999999.9 hrs
  - A true sense of the time used on the engine
  - Brings the boat owner back to the Dealer for service





## Mechanical

Connected to a Pitot tube

Displays the amount of pressure in the tube and converts to Speed.

- Inaccurate at slow speeds
- Tube can get clogged

## Paddle wheel

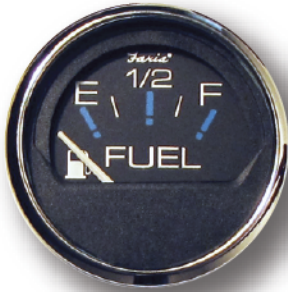
Connects to a digital device that converts the rotations of the paddle wheel into electronic pulses and converts those pulses into speed.

- more accurate at slow speeds
- No tube to get clogged
- Requires paddle wheel

## GPS

Uses GPS position to calculate speed and heading.

- Most accurate at slow speeds
- No external Antenna or sensor required
- Compass built into Speedometer



Trim gauges for:  
Johnson  
Evinrude  
Suzuki  
Mercury  
Mariner  
Mercuriser  
Volvo  
Yamaha  
Honda





Combines the most useful discrete functions into one space savings unit.

Fuel • Volt • Oil PSI • Temp

- Available in 4" or 5" sizes
- Use in panels with space constraints.





**Everything you need to upgrade your dash.**

- Packaged and ready for the display counter.
- These Boxed Sets offer a complete set of gauges ready to install.
- Available in Chesapeake White Stainless Steel, Chesapeake Black Stainless Steel, Euro, Euro White, Dress White Kronos and Digital styles .



# Digital Instruments

The digital instrumentation communicates directly with the J1939, NMEA2000 and SmartCraft protocols used by the engine ECU providing an important link between the operator and the engine ECU.

# Built on a Strong Tradition of Excellence and Leadership.

1993 - Faria develops a micro-processor for Harley-Davidson tachometers.

1997 - Polaris adopts the Electronic Programmable Speedometer

Faria Introduces J1587/1708 Parallel Bus system.

1999 - Faria introduces the Helmsman™. Giving an easy connection for ALDL, J1939 CAN to the Marine, Trucks & Bus and RV industries.

2000 - J1939 CAN InfoCenter.

All in one gauge for GenSets and Construction equipment.

2004 - Faria introduces the first NMEA part B certified instruments.

NMEA CAN InfoCenter™ and MG2000™



2005 - MG2000™ is SmartCraft™ Certified.



2006 - Faria introduces the **ANTARES**

2007 - Faria develops the first true Marine computer. **MAESTRO**

2011 - MG3000™ a breakthrough in single button navigation and user operability.

2012 - Faria Mach-7 expands the touch screen products

2013 - Faria introduces a GPS Speedometer - No external antenna required.

2013 - September Faria acquires the assets of Beede Instruments. Beede brings almost 100 years of gauge manufacturing experience and knowledge to Faria manufacturing.



**POLARIS**



**Rugged • Reliable • Innovative**





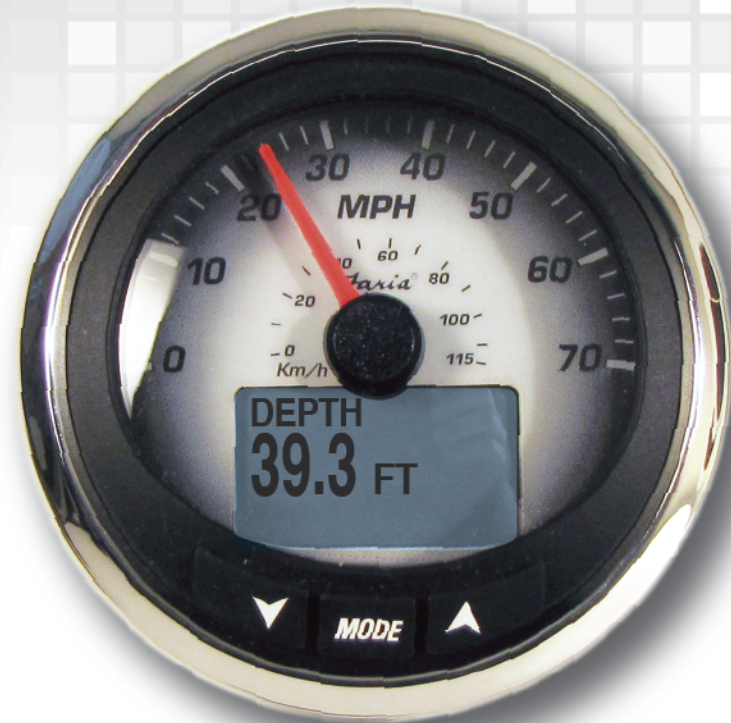
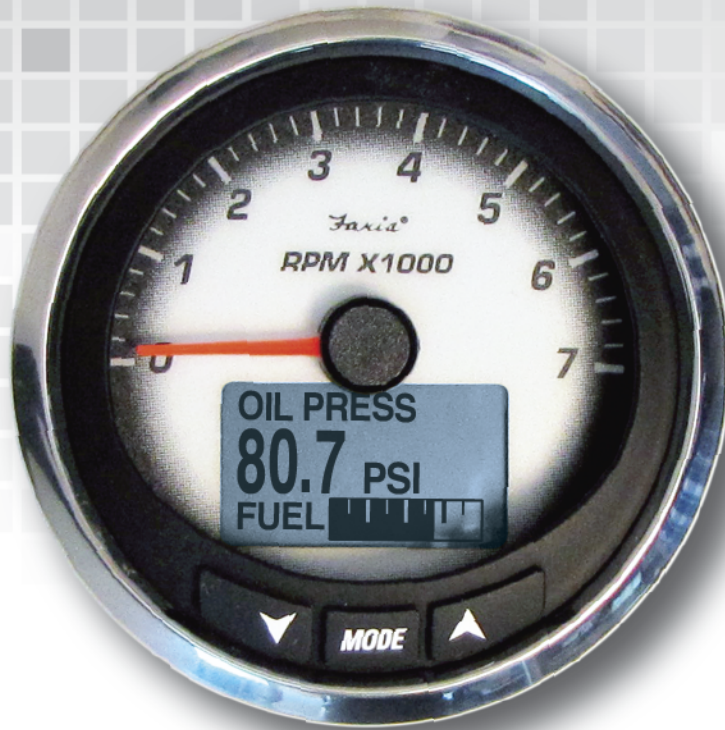
## A user friendly digital engine monitoring solution.

- Pointer – Easy to read, even under way
- Larger lighted buttons with tactile feedback
- LED back lighted dial
- Fog-resistant polycarbonate lens
- Plug and play connectorized cases.
- The new daylight readable LCD in multiple colors
- Intuitive design is so user-friendly that the customer should never need a manual to operate the product.
- Reduces installed costs significantly.



**SAE J1939**



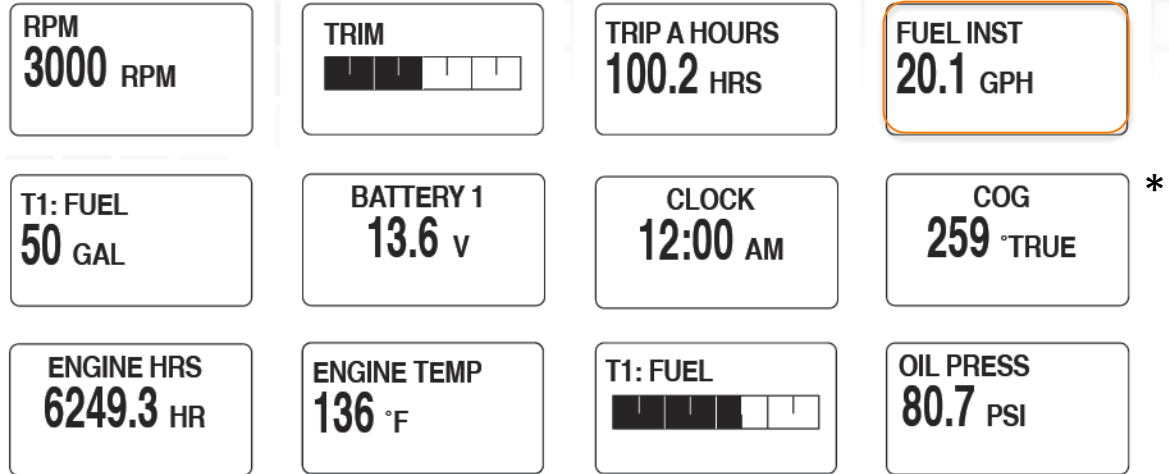


- Two (2) instruments replace a whole dash of gauges
- A more recognizable form factor
  - Boaters feel more comfortable with pointers
  - Easier to read

# MG3000 – Standard Screens



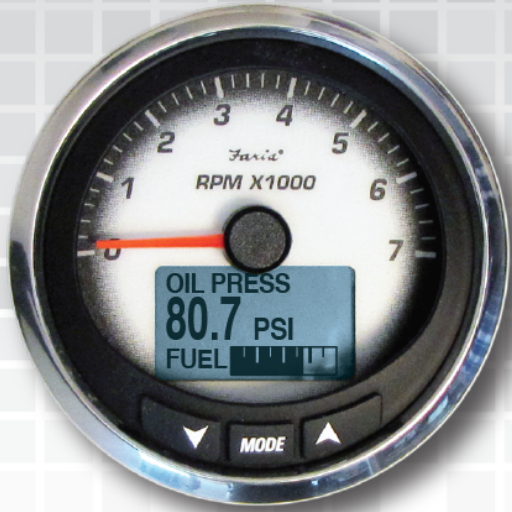
## Standard Screens



\*COG requires NMEA0183 connected GPS Antenna

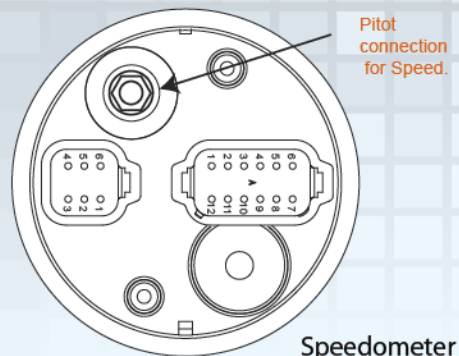
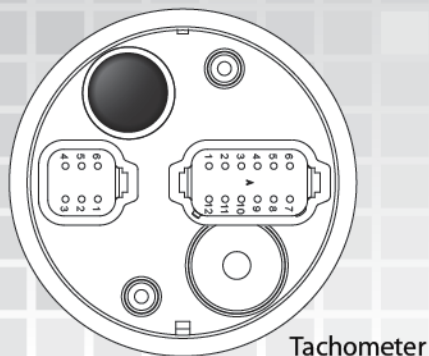
- MG3000 replaces the Fuel Manager with onboard calculations for “Fuel Used”, “Fuel Left”, “Fuel Instantaneous”, “Fuel Average”
- With support for up to 4 Fuel tanks, the MG3000 can combine all the fuel on the boat in to one Total calculation.

# The Faria MG3000 Digital Instruments Advantages



1. Reduces the overburden on instrument panels in the boat
  - Fits most existing standard 3.375" and 4.375" holes
2. Easy to understand design
  - Pointer is a recognizable feature
3. Provides easily accessible Engine information and Pop-Up alerts
  - Communicates with most digital engines on the market today
4. Fuel Economy
  - Easy to justify to the boater the advantages and fuel savings
    - A/B Trip data
    - Fuel Totalizer
      - Combines the total amount of fuel on the boat into one easy to understand fuel level – no guess work
      - Fuel savings will pay for the upgrade

# MG3000 – Easy Plug and Play connections

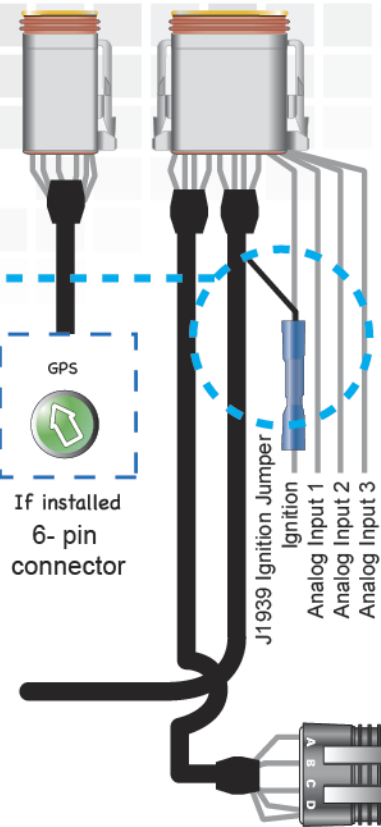


Pitot connection for Speed.

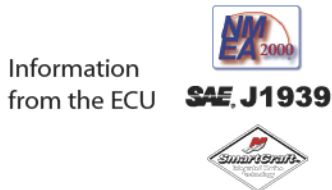
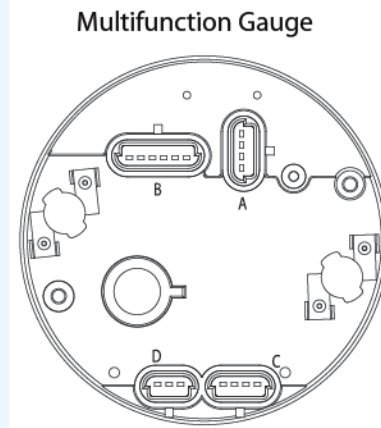
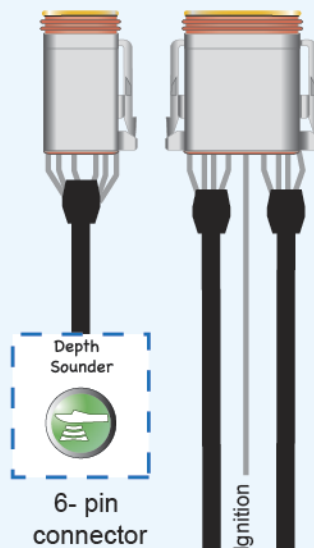
## WD0095 - Wiring Diagram

Connection to the Speedometer is optional.

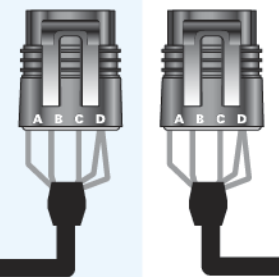
The Faria Bus can connect directly to the Tachometer.



Jumper required for the J1939 harness and is **Not required** for the NMEA2000 and SmartCraft harnesses.



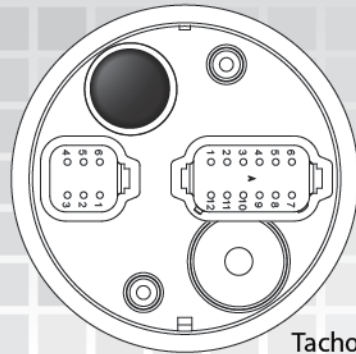
Faria Bus Connection →



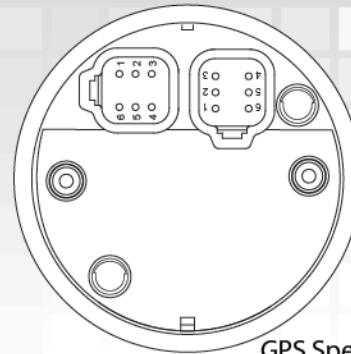
To other instruments

# MG3000 – with GPS Speedometer

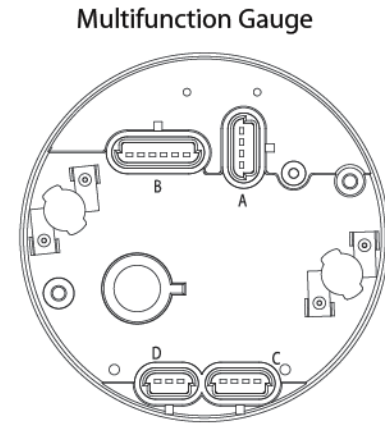
## WD0095 - Wiring Diagram with GPS Speedometer



Tachometer

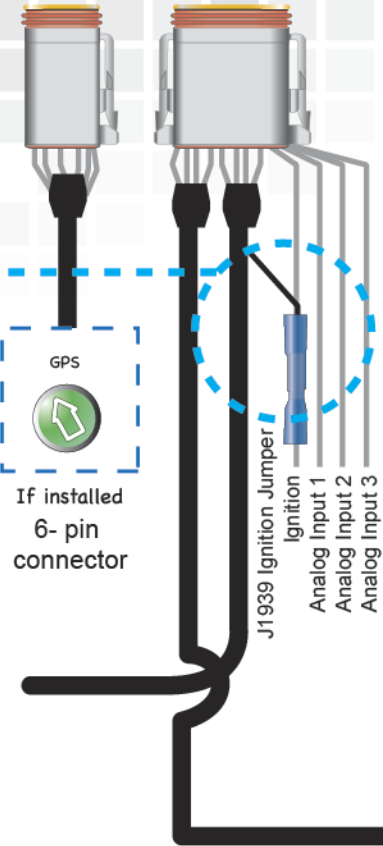


GPS Speedometer



Multifunction Gauge

Jumper required for the J1939 harness and is **Not required** for the NMEA2000 and SmartCraft harnesses.



If installed  
6-pin connector

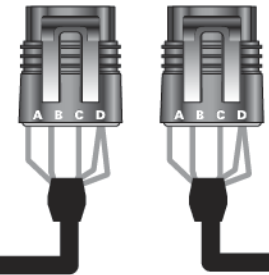
J1939 Ignition Jumper  
Ignition  
Keep alive  
Ground  
Lighting  
Analog Input 1  
Analog Input 2  
Analog Input 3

Ignition  
Keep alive  
Ground  
Lighting

Information from the ECU

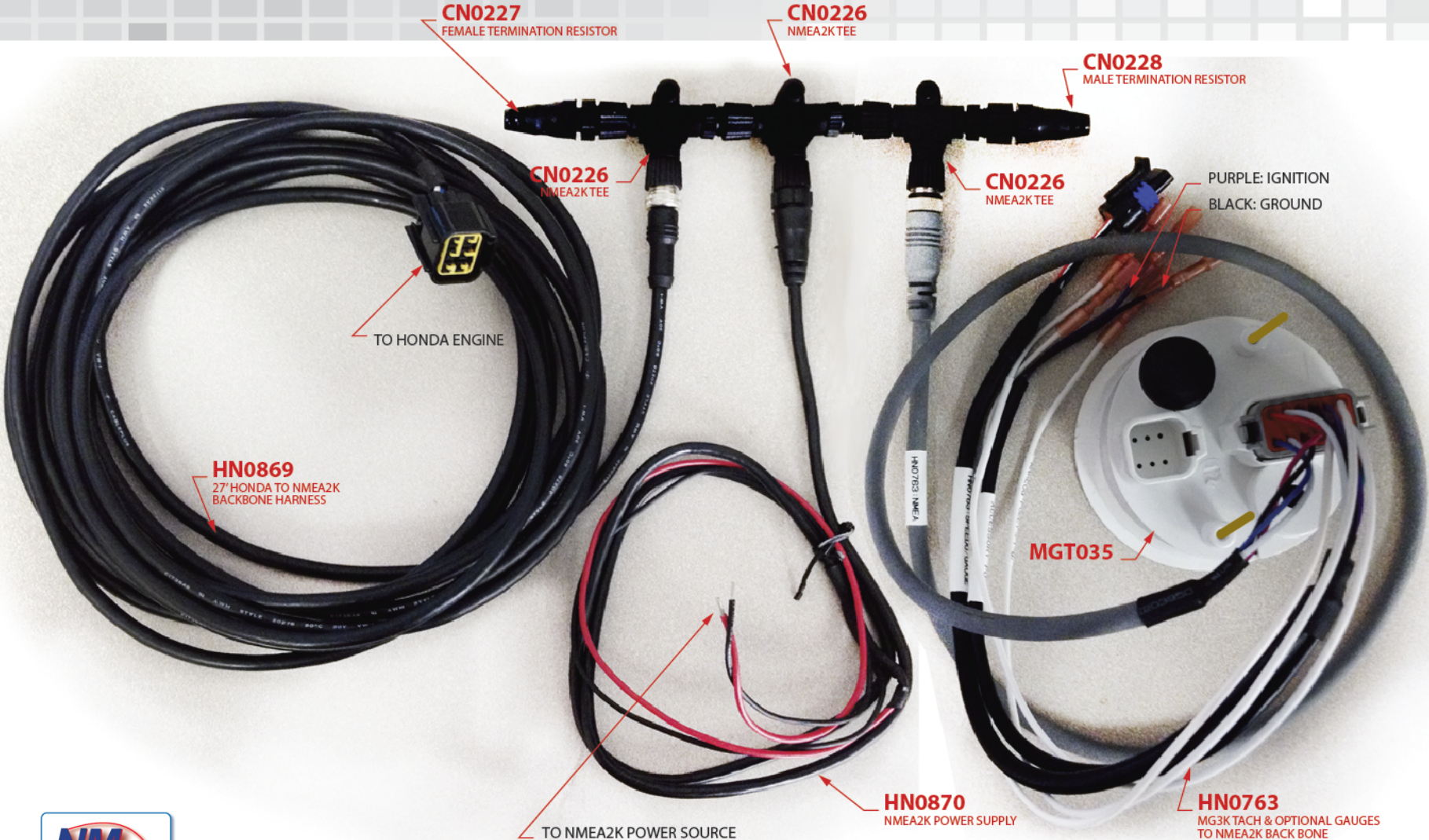


Faria Bus Connection →



To other instruments

# MG3000 – Typical NMEA2000 harness connections





## Reduce costs with entry level digital engine monitoring

- Displays engine ECU data and alarms
- Installation is simplified by reducing wiring and setup time
- Communicates with the engine ECU
- Lowest cost, most user-friendly digital product in the market
- Multiple analog inputs and warning lights
- Reduces installed costs significantly.

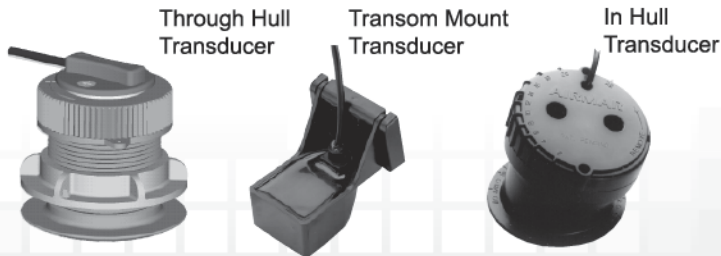


860.885.2092

000'000'5025

We are here to help. Give us a call.

# Specialty Instruments



## Accuracy at any speed.

- This depth sounder out performs all others on the market in its high speed capabilities and accuracy when faced with various bottom conditions.
- Depth Range: 3 - 199 feet
- Deep and Shallow water alarms
- Programmable Keel off-set
- Automatic Gain control
- Back lighting for maximum night time or bad weather visibility
- Metric or US standard units
- Easy to install!

Dual Temp Depth Sounder displays Outside Air temperatures and Water temperatures from 32° F to 200 °F.

**Available in styles to match existing gauges on boat.**



## The Faria Depth Sounder Advantages

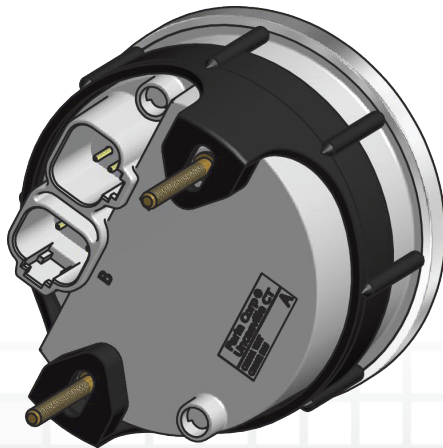


1. Helps to keep the Novice from running a ground.
2. Best Rated Depth Sounder
3. Good back-up for fish finders
4. Not part of the boat's original equipment
  - Good Aftermarket installation
  - Added value for the Marinas
5. Air/Water Temp is desired by boat owners.
  - Great for Run-abouts
  - Skiers
  - Why wouldn't a Fisherman want it?

**NEW**

## With Internal Antenna

- Available in multiple speed ranges (in MPH, KPH and Knots)
- Premium LED back-lit dials
- No external GPS antenna required
- Available LCD displays Compass Rose heading and Actual heading (COG)
- Speed Accuracy of +/- 1 MPH
- Heading Accuracy of +/- 1 Degree
- Digital stepper motor driven pointers
- Ideal replacement for speed sensing pitot tube and paddle wheel that fail over time
- Perfect for slow moving vessels where pitot tubes typically don't work
  - Trolling
- Deutsch connectors
- Custom OEM styles and ranges available



# The Faria GPS Speedometer Advantages



1. Technology break though  
**No External Antenna Required**
2. Patent Pending design
3. Excellent solution for poor Analog Speedo performance
4. Easy installation
5. Displays COG and Compass Rose
6. Priced to replace Pitot and Paddlewheel Speedometer

# Custom Instruments

# Custom – One off gauge replacement

For those boat owners who have custom instruments in their boat and are not willing to change the style.

The screenshot shows the 'On-Line Returns Form' on the Faria website. The header includes the Faria logo and 'Thomas G. Faria Corporation World Class Instrumentation'. A navigation menu contains links for Home, Company, Industry / Products, Technology / Support, Order On-Line, Downloads, and Contact Us. A sidebar on the left lists various services like New Technology, Gauge Repair, Retail Sales, Manuals, Warranty, Service Bulletins, ISO Registration, and Quick Tips & FAQs. The main content area is titled 'On-Line Returns Form' and contains instructions for returning gauges, a note about authorization numbers, and a request for billing address information. Below this, there are two columns of form fields: 'Shipping Information' and 'Billing Information'. Each column includes fields for First Name, Last Name, Company, Address 1, Address 2, City, State, Post Code, Country (with a dropdown menu), and Phone. There is also an 'Email' field and a 'Verify Email' field. At the bottom, there are sections for 'Log-In Credentials' (Username and Password), 'Vessel Information' (Make of Boat, Year You Received Instrument, Type of Engine, and Engine's Horse Power), and 'Repair Parts information'.

Gauge Repair on Faria's website:  
**warranty.faria-instruments.com**

1. Repair the instrument
2. Best used for one instrument repair
3. Covered by Faria's Limited Warranty
4. Be sure to pull the gauge from the dash before going to website.
  - Look for the identifying marks.
  - Part Number on side of instrument – Factory Number

### Identifying Marks

#### Factory Number –

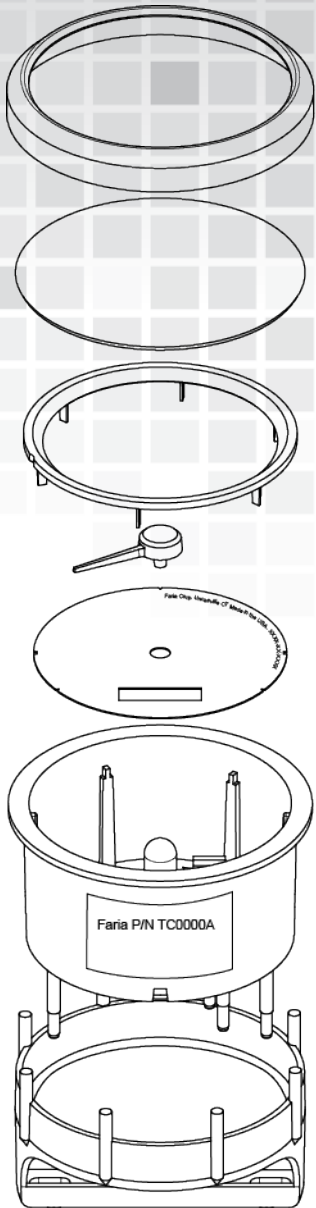
- the number we ask you for to identify the instrument
- Found on the factory applied label on the case. Usually a number with two or three letters and 3 or 4 numeric numbers. XX0000 or XXX000.

#### Artwork Number:

- If you look at your gauge, holding it so that you can read it easily, you will notice in the upper right hand portion of the dial there is a number. This number is usually following “Faria Corp. Uncasville CT U.S.A.”
- Look carefully this number can be hidden by the mask.

#### Bezel Color:

- The Bezel is the metallic ring that shows in the dash. This ring can be many different colors and is designed to enhance the look not only of the gauge but also that of the dash panel.



Dial  
Artwork  
number

Label with  
Faria P/N

## Custom – Identifying Marks (continued)

### Dial Color:

- The dial is the place on the gauge where you can find the graphics. In other words it is where the measuring scale is. Each dial has a background color.

### Pointer:

- Locate the pointer sitting on top of the dial. If the pointer lights up when power is applied to the gauge that pointer is said to be back lit. In general there are only a few basic shapes for the pointer.

### Pointer Cap:

- Some pointers use a cap or cover on the pointer which keeps light from leaking out of the pointer and blinding the operator. We are looking for the color of the Pointer Cap.

### Mask:

- The can be found usually just below the lens. Look to see what color mask you have.

### Lens:

- The lens can be shaped and flat. It can be made out of Glass and Polycarbonate. We also introduced a Fog Free lens just recently. For the most part lens like the one here in sample are called a Domed lens. When looking at your gauge notice if it has a domed lens or flat lens.



**When looking at repair or replace consider the cost savings and value of new instruments.**

1. Recommended replacement for the repair of more than one instrument.
2. Instruments will be new again.
3. Opportunity for Dealer and Marina for up sell.
4. A wide variety of styles to match any boats style.

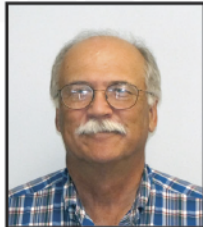
**We are here to help – 860.848.9271**

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## **Customer Service & Warranty**



**Jason Clark**  
Customer Service Manager  
faria@faria-instruments.com

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Customer Service & Warranty:

**800.473.2742**

800.473.2742



**Jason Blackburn**  
Vice President  
Sales and Marketing



# Supplying World Class Instrumentation For More Than 150 Years

**Rugged • Reliable • Innovative  
Gauges**

# Thank You

Manufactured by the Thomas G. Faria Corporation, Uncasville CT, USA • Copyright and all other rights reserved.  
Our products are continually being improved. Specifications may change without notice.

**[www.faria-instruments.com](http://www.faria-instruments.com)  
or call 860-848-9271**