

Mercury Marine Founder Carl Kiekhaefer Inducted into Wisconsin Sailing & Maritime Hall of Fame

Please reach out to yvonne.nicklaus@mercmarine.com for high-res imagery.

MANITOWOC, Wis. — Sept. 21, 2026 — [Mercury Marine](#), a division of Brunswick Corporation (NYSE: BC), announced today that company founder Elmer Carl Kiekhaefer was inducted posthumously over the weekend as one of the inaugural inductees into the Wisconsin Sailing & Maritime Hall of Fame at the Wisconsin Maritime Museum.

“Carl Kiekhaefer’s relentless drive to solve problems, push boundaries and deliver better experiences on the water helped define Mercury Marine from the very beginning,” said John Buelow, president of Mercury Marine. “His legacy is still reflected in our people, our products and our commitment to innovation more than 85 years later. We are proud to see his impact recognized as part of Wisconsin’s rich maritime history.”

Kiekhaefer was honored for the vision and determination that helped shape modern recreational boating and establish Wisconsin as a leader in marine engineering and manufacturing. Under his leadership, Mercury Marine became known for groundbreaking technologies, record-setting performance, and industry-leading reliability.

Today, Mercury Marine remains headquartered in Fond du Lac, Wisconsin, and is recognized globally as the leader in marine propulsion.

The Wisconsin Sailing & Maritime Hall of Fame honors individuals whose leadership, innovation and passion have made lasting contributions to Wisconsin’s maritime heritage.

For more information, visit wisconsinmaritime.org.

About Mercury Marine

Headquartered in Fond du Lac, Wisconsin, Mercury Marine® is the world’s leading manufacturer of recreational marine propulsion engines. A division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications. Mercury empowers boaters with products that are easy to use, extremely reliable, and backed by the most dedicated customer support in the world. The company’s industry-leading brand portfolio includes

Mercury outboard engines, Mercury MerCruiser® sterndrive and inboard packages, Mercury propellers, Mercury inflatable boats, Mercury SmartCraft® electronics, Land 'N' Sea marine parts distribution and Mercury and Quicksilver® parts and oils. More information is available at MercuryMarine.com.
