

FOR IMMEDIATE RELEASE:



**SureShade Launches New Co-Marketing Update to OEMs**  
*Quarterly e-Newsletter to Provide OEM and Dealer Clients  
Co-Marketing Resources for SureShade-Equipped Boat Models*

**PHILADELPHIA, PA – March 28, 2018** - [SureShade](#), the U.S. designer and manufacturer of patented retractable sunshade systems for the marine industry, has launched a new quarterly e-newsletter exclusively for OEM and dealer marketing teams to provide resources, ideas and an ongoing communication channel to optimize co-marketing opportunities for SureShade-equipped boat models.

SureShade has led an innovative approach to co-marketing in the marine industry with an unprecedented level of promotional support for new and existing SureShade-equipped boat models, focused on a shared goal of promoting the overall boating experience. In addition to a robust [boat brand gallery](#) that showcases factory and aftermarket equipped boat models on unique website pages for each OEM, SureShade has a very active presence across social media that leverages boat builder, dealer and SureShade generated content. Co-marketing efforts also include print and online advertising.

"We've always believed that co-marketing with OEMs and dealers by generously promoting SureShade-equipped boat models is a win-win," said Diane Seltzer, marketing director at SureShade. "As more OEMs join our client portfolio and expand their list of boats offering SureShade, our new quarterly marketing update will help strengthen client relationships with marketing teams so that we can further our co-marketing efforts in a mutually beneficial way."

The first edition of the new marketing update included SureShade's new brand style guide, ideas for leveraging photography/video shoots and a co-marketing spotlight of Nor-Tech Hi Performance Boats.

OEM and dealer marketing representatives interested in subscribing to the e-newsletter are encouraged to connect with [Diane Seltzer on LinkedIn](#) or submit a media request at <http://www.sureshade.com/contact-us/>.

#### **ABOUT SURESHADE**

SureShade® is the U.S. based designer and manufacturer of innovative retractable sunshade systems for the marine industry that extend social zones, improve sun protection and make the boating experience even better. Utilizing a globally patented self-supported telescoping framework technology, SureShade products feature automated or manual boat shade systems available for factory or aftermarket/refit. Factory installed by top boat brands on over 100 boat models and installed on thousands of boats worldwide, SureShade is the new standard for shade in the marine industry. For more information, visit <http://www.sureshade.com>.

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