

## Siren Marine signs 3 new North American sales-rep groups

NEWPORT – Siren Marine LLC, a manufacturer of marine technology based in Newport, has established three new business partnerships with West Coast Sales, Gulf Atlantic Marketing Inc. and Bruce Hackett Sales to market Siren Marine's pioneer boat-monitoring and tracking technology, the [Siren MTC Connected Boat system](#).

West Coast Sales, based in Vista, Calif., will handle sales and marketing for the entire western region of the U.S., including California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, Utah, New Mexico, Arizona and Nevada, as well as British Columbia, Alaska and Hawaii.

The West Coast Sales team – which boasts more than 130 years of collective experience in marine retail, wholesale and manufacturing experience – will also be responsible for Siren MTC sales in New York, Maine, New Hampshire, Massachusetts, Connecticut and Rhode Island.

Gulf Atlantic Marketing, headquartered in Fort Myers, Fla., will manage sales in the southern states of Florida, Georgia, Alabama, Mississippi, Louisiana, Texas, Oklahoma, Arkansas, Kentucky, Tennessee and South Carolina.

Bruce Hackett Sales, based in Easton, Md., will represent Siren Marine in the mid-Atlantic region, including the states of North Carolina, Maryland, Virginia, New Jersey, Delaware and Pennsylvania.

“Each of these companies was selected for its expertise and track record of success in the boating and marine electronics industries,” said Carlton Schumacher, director for sales for Siren Marine. “At Siren Marine, we are not just introducing a new product, we are pioneering an entirely new technology category – what we call the Connected Boat – that will have an enormous impact on the entire boating industry. The potential for this technology in the marine marketplace is nearly limitless, given its universal application and expandability.”

The Siren MTC system uses Internet of Things technology to provide boat owners, fleet managers and manufacturers remote access to vital information about their boats, such as battery voltage, temperature, water levels and position tracking. By pairing the MTC system with wired and wireless sensors, owners can receive alerts related to critical conditions on their boats via Siren Marine’s custom-built iOS and Android apps.

“Success in the competitive marine-electronics market requires the right products and the right people,” said Schumacher. “We are confident that we have both in place with these new partnerships.”

Schumacher added that aligning with strong sales partners is a linchpin of the company’s overall growth strategy, and that Siren Marine is aggressively establishing new partnerships and distribution channels in both North America and internationally.

For more information about the Siren MTC system, visit [www.sirenmarine.com](http://www.sirenmarine.com).