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FOR IMMEDIATE RELEASE:

Jun 24, 2019

VESPER MARINE ENHANCES SERVICE TO US AND CANADA DEALER NETWORK WITH ATLANTIC MARKETING REP GROUP

Auckland, New Zealand – Vesper Marine, a leading manufacturer of innovative marine safety products, announced today that Atlantic Marketing Company has been appointed as their sales representative for the US Mid Atlantic and North East as well as Central and Eastern Canada. Vesper Marine is experiencing strong growth as increasing numbers of sail and power boaters choose the superior safety benefits of Vesper Marine’s *smartAIS* transponders.

Brandon Flack, President of Atlantic Marketing says, “Vesper Marine transponders fit perfectly in our conversation with marine electronics distributors and dealers. Their unique *smartAIS* technology provides customers incredible value from their transponders.”

For over 50 years, Atlantic Marketing Company has been representing manufacturers of quality marine products. Key markets they service include Mooring and Docking, Engine and Maintenance, Galley and Plumbing, Electrical Systems, Boat Control Systems, Hardware, Safety, Lighting, Trailer Equipment, Inflatable Boats and Dinghies.

Jason Young, Vesper Marine VP Sales for the Americas said, “Atlantic Marketing Company is one of the largest and most effective marine manufacturer’s representative firms. Their understanding of their region and channels will be a key driver for expanding Vesper Marine dealer coverage.”

Atlantic Marketing Company will cover the marine retail footprint for both recreational and commercial boats in the US states of Maine, Vermont, New Hampshire, New York, Massachusetts, Connecticut, Rhode Island, Pennsylvania, New Jersey, Maryland, Delaware, and Virginia and Canada regions of Ontario, Quebec, Newfoundland and Labrador, New Brunswick, Nova Scotia, Prince Edward Island.

Flack explains their role to be one of educating boaters about AIS, enhancing customer experience with Vesper Marine’s *smartAIS* technology and thereby growing the market for transponders.

Unlike ordinary AIS that only sends and receives AIS signals, *smartAIS* transponders have built-in safety alarms that proactively warn boaters of potential collision situations, a dragging anchor or a man overboard. With WiFi capability, users can remotely control their *smartAIS* from anywhere on board using a smartphone or tablet. Vesper Marine recently released the *deckWatch* App that provides *smartAIS* alarms on smartwatches along with navigation and collision warnings.

smartAIS transponders are automatically updated with latest features directly from a smartphone or tablet, enriching users’ experience and extending the lifetime of their device.

Vesper Marine *smartAIS* transponders include WatchMate Vision², a fully standalone touchscreen transponder and XB-8000, a black box transponder, marketed across USA and Canada and in over 30 countries around the world.

For more information on *smartAIS* transponders, Vesper Marine or its entire product line, visit www.vespermarine.com

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About Vesper Marine

Based in Auckland, New Zealand, privately held Vesper Marine is a global provider of marine safety products for commercial and recreational vessels, aids to navigation and marine asset protection solutions. Vesper Marine's award-winning AIS collision avoidance systems, transponders, shore stations and aids to navigation are designed for performance, reliability and ease of use and are backed by outstanding technical support. Committed to rigorous R&D and innovation, the company designs and manufactures affordable practical electronic solutions that enhance safety.

www.vespermarine.com



Brandon Flack, President Atlantic Marketing Company



Jason Young, VP Sales – Americas, Vesper Marine