



131 N. 86th St, Wauwatosa, WI 53226

VERATRON LAUNCHES US OFFICE FOR VDO MARINE SALES

Veratron AG, Swiss manufacturer of quality sensors, controls, and analog and digital displays marketed under the VDO Marine brand, has established a North American office. Operating as veratron US, Inc., it is led by Tony McLachlan who assumes the role of president and CEO.

The US entity is a next step in the market strategy of veratron, who, through management buyout in 2018, acquired Continental Automotive Switzerland AG. With it, veratron took over the well-established product line VDO Marine.

While the parent company name changed, the new owners retained key staff worldwide, as well as the existing facility in Switzerland, manufacturing technology and tooling, intellectual property, and OEM and aftermarket relationships. McLachlan comes to his veratron US role with extensive experience with the marine product line, having served as a Continental key account manager for 20 years.

"Veratron continues to provide the leading-edge technology for VDO Marine products, with the agility to quickly respond to customer insights and requests," said McLachlan. "By building on our strengths and implementing a comprehensive strategy for the US market, we will continue to transform our core business while driving cost efficiencies."

-more-

Two new VDO Marine products for 2020 reflect veratron's reputation for pioneering innovation. They debut at IBEX, October 1-3, Tampa, booth 3-1531. Other US shows for the company this year include Annapolis, FLIBS, Pacific Marine Expo and the International WorkBoat Show.

Veratron GO is a compact, high-performance GNSS receiver. NMEA 2000 certified, it supports GPS, GLONASS, Galileo constellations and precision augmentation (SBAS). Satellite acquisition in cold start can be achieved within 30 seconds and afterwards updated at a 10Hz rate.

Powered by a quad-core microprocessor, VDO Marine's new sunlight-readable 12" TFT touchscreen display features a wide viewing angle for engine monitoring, navigation and multimedia. It has Wi-Fi, Bluetooth Low Energy (BLE) networking, Ethernet connectivity and is NMEA 2000 certified.

Veratron designs and manufactures sensors, analog and digital displays, controls and related accessories under the VDO Marine brand. Founded in Switzerland in 1972 as an automotive gauge supplier, it has over 40 years of experience in the marine segment.

Contact veratron US, Inc., 131 N. 86th St., Wauwatosa, WI 53226.
www.veratron.com.

Editor's note: See the full line of VDO Marine products including Veratron GO and the 12" touchscreen at IBEX, Oct. 1-3, Tampa, booth 3-1531. For interview opportunities, contact news@martinflory.com.