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WEBASTO NAMES CITIMARINE NUMBER ONE IN SALES

Webasto, the global leader in marine air conditioners, heaters and roofing solutions, has named Miami-based Citimarine Store its top aftermarket sales outlet in North America. In less than one year, the retailer's volume has surpassed that of even large, highly-competitive national outlets due to a robust online marketing strategy.

Serving an international customer base, Citimarine Store specializes in recreational and commercial marine equipment and accessories. "We saw a niche opportunity with Webasto and implemented an aggressive approach to our online sales platform that has led to very impressive results," said Javier Ripoll, Jr., Citimarine Store CEO. Its website is citimarinestore.com.

"Citimarine Store pushed hard and grew quickly, and we're especially pleased with the relationship we've developed with them," said Randy Carter, Webasto senior national sales manager, marine aftermarket customized solutions. "While they sell an impressive number of our comfort solutions through their website, their sales figures for our FCF Series of self-contained air conditioning units are truly remarkable."

Despite its compact size, the highly-efficient Webasto FCF Series cools boats with up to three cabins. Engineered to be virtually silent and vibration-free, it is the only marine air conditioning unit that comes standard with a digital control panel.

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About Webasto:

The Webasto Group is a global innovative systems partner to almost all automobile manufacturers and among the top 100 suppliers in this industry sector. The company's product portfolio comprises a broad range of roof and heating systems for every type of vehicle and all drive types as well as battery systems and charging solutions. Moreover, Webasto has a strong position in the aftermarket providing dealers and end customers with customized solutions and services relating to thermo management and electromobility. In 2019 the company generated sales of around 3.7 billion euros and had almost 14,000 employees at more than 50 locations (with over 30 of these being manufacturing plants). The headquarters of the company, founded in 1901, is located in Stockdorf near Munich (Germany). For more information please visit www.webasto-group.com / www.twitter.com/WebastoGroup.