



The new Dometic logo reflects the company's new unified brand positioning

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Dometic: Dometic Introduces New Brand Positioning at London Boat Show

December 8, 2016 – Dometic will introduce a new unified brand positioning for the company's extensive range of marine products at the 2017 London Boat Show.

The rebranding has been created to provide one distinctive, common corporate brand that clearly represents the consistently high standard of reliability, design and functionality across Dometic's product portfolio.

The leading marine air-conditioning, sanitation and galley equipment specialist's valuable sub-brands, including Cruisair, Marine Air, SeaLand and WAECO, will now be offered by Dometic, harmonising the company's product range into one overarching, globally-recognised brand.

Julien Le Feuvre, Head of Marine OEM – EMEA, Dometic, said: "We are delighted to introduce this new global, single brand for Dometic to our marine customers. We are confident the rebrand will help to provide a clear and consistent message that we offer a cohesive range of reliable and innovative products, global resources and expertise. The new brand platform will unify the breadth of our capabilities and reinforce our core commitment to provide solutions for OEMs, sailors, boat owners and commercial maritime workers to make their lives more comfortable when at sea.

"We know that many people have been loyal to the other brands over the history of the company and we are continuing to build on their legacy while absorbing them into the parent company. Our key brand values remain the same: to supply smart, reliable solutions which comply to, and exceed, regulations; to offer outstanding design, focusing on innovation, new product development and future trends and styles; and to ensure our equipment is easy to use, install and understand.

"The new Dometic will guarantee the same high quality, reliability and outstanding features within one cohesive identity which we hope will continue to earn the trust of our current customers but also increase visibility and awareness to introduce Dometic to more people."

The new, unified product range will be reflected in a redesigned logo and colour scheme on all Dometic products and packaging, emphasising that the company's equipment from air-conditioning systems to toilets to refrigerators and coolboxes are all within the same product family and offering the same level of engineering and design.

Mobile Living Made Easy.

Dometic has launched the new rebrand position, labelled 'Mobile Living Made Easy', across the company, which supplies products for customers in the caravan, lorry and outdoor markets, as well as in the marine sector.

Alan Diamond, Marketing Manager, UK, Dometic, said: “Dometic is a global company that provides great solutions to satisfy people’s needs when living mobile. We offer smart and reliable products with outstanding design. At the heart of this new brand platform is a sharp focus on our end consumers – caravan owners, boat owners, lorry drivers and outdoor enthusiasts. Dometic is on a journey to make a seamless and consistent experience for our customers; fulfilling the promise of Mobile Living Made Easy, which is expressed in a new, fresh and modern visual identity centred on the values of our end consumers.”

Smart solutions, Reliable Products, Outstanding Design.

Dometic is committed to leading the industry in providing solutions that satisfy essential travel needs when at sea or living mobile: having the right temperature, cooking, keeping food fresh and taking care of personal hygiene.

Dometic’s marine product range includes HVAC and engine room ventilation systems, sanitation, cookers, refrigerators, watermakers, battery chargers and other equipment.

See Dometic at London Boat Show 2017 from January 6th to 15th at the ExCeL on Stand C072 and on Fischer Panda Stand B071, or visit <https://www.dometic.com> for more information.

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About Dometic

Dometic enriches people's experiences when away from home by providing smart, reliable products with outstanding design for mobile living in the areas of Climate, Hygiene & Sanitation and Food & Beverage. Dometic manufactures and sells products within these areas for use in mainly recreational vehicles, trucks and premium cars, cruisers and work boats, and for a variety of other uses. Dometic operates 22 manufacturing/assembly sites in North America, South America, Europe and Asia-Pacific. Dometic products are sold in more than 100 countries. Dometic has 6,500 employees and is listed on NASDAQ Stockholm.

For more information on Dometic, please visit: <http://www.dometic.com>.