



Alessandro Dario has been appointed Sales Manager for Maxwell Marine's Superyacht division

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Maxwell Marine Welcomes Alessandro Dario as Sales Manager for its Superyacht Division

Maxwell Marine, the anchoring solutions specialist, has announced the appointment of Alessandro Dario as the new Sales Manager for its Superyacht division. In his role, Alessandro will be responsible for developing the business of the Maxwell range in the Italian superyacht market.

With a wealth of experience in the marine industry, Alessandro brings a deep understanding of the luxury superyacht segment and a proven track record in

sales and marketing. He will play a crucial role in driving growth and establishing Maxwell Marine as a preferred choice for superyacht builders and customers.

“Alessandro's appointment as Sales Manager for our Superyacht division represents a strategic move for us,” said Thijs Boegheim, Sales Director EMEA at Maxwell Marine. “His expertise and passion for the industry will further enhance our position within the Italian market and contribute to our overall growth in Europe.”

“I am thrilled to join Maxwell Marine and lead the sales efforts for the Superyacht division,” said Alessandro. “The Maxwell range is renowned for its quality and innovation, and I am committed to delivering superior solutions to superyacht builders and customers in Italy and beyond. I look forward to creating lasting partnerships and driving growth for the company.”

Maxwell Marine, which has been part of the VETUS group since 2008, is a leading engineering company and manufacturer of marine equipment, specializing in anchor winches, windlasses, capstans, and accessories. The appointment of Alessandro Dario reaffirms the company's dedication to meeting the growing demand for exceptional products and services in the superyacht market.

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About Maxwell Marine – Anchoring Excellence

For over 50 years the name Maxwell has been synonymous with providing the highest quality anchoring solutions for pleasure boats, superyachts, and commercial vessels. From its humble beginnings in New Zealand in the 1960s, Maxwell has grown to be one of the strongest windlass brands in the world and is trusted by an ever-growing list of ship captains, boat builders, and marine-industry titans. The company's international reputation for excellence has evolved through ongoing R&D, innovative design, customer service, and a commitment to style and quality that is unparalleled in the industry. Maxwell operates with the goal of providing customers with marine gear that works flawlessly, endures the full spectrum of marine environments, and exceeds expectations. Their extensive range of windlasses, capstans, and accessories provides anchoring solutions for vessels from 6 metres (20 feet) to over 125 metres (393 feet).

Maxwell's head office and production facility are located in Auckland, New Zealand. In addition, they have a well-established global distribution and service network, which ensures Maxwell customers have speedy support in virtually every part of the globe.

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