



VETUS Maxwell celebrates milestone anniversary at Miami Boat Show

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VETUS Marks 50 Years In The US With Key Product Developments

VETUS, the Dutch builder of marine engines and systems, announces its participation in the forthcoming 2023 Miami Boat Show and the 50th anniversary of its US operations.

In 1973, VETUS founder Willem den Ouden opened his first brand office in the US, just nine years after den Ouden founded VETUS as a wholesaler of marine components operating from his home in Rotterdam, the Netherlands. Today, VETUS has an unparalleled worldwide distribution and service

network. With its headquarters in The Netherlands, direct representation in 18 countries, and distributors in many others, the company can truly call itself a global innovator.

At the Miami show, VETUS will showcase a new video highlighting milestones from its 50 years of operation in the US. The exhibition will include a reception for VETUS customers with a steel drum performance by Orlando Phillips.

The Miami show begins a year-long celebration of VETUS' 50 years in the US, with similar events planned for the fall boat show season. *“Celebrating our 50 Years of U.S. operations is a great accomplishment,” said U.S. President Chris DeBoy, “This would not be possible without our great employees. More than half of our team has over 15 years with the U.S. operations. We will continue to be innovators with product introductions and provide industry leading customer support from our tenured team.”*

VETUS started this milestone year with key product developments, further solidifying its position as an innovator in the leisure marine industry.

In January, VETUS announced a new partnership with Yamaha Motor, which will integrate VETUS' BOW PRO thruster range to Yamaha's Helm Master® EX control system. The Helm Master® EX control system gives boat owners joystick control and manoeuvrability over outboard engines.

Also in January, VETUS unveiled the E-LINE AIR range of air cooled, electric propulsion systems, which are ideal for newbuild boats or refits. The series is currently available in three sizes that offer outputs of 4kW at 24 volts, 4kW at 48 volts and 6kW at 48 volts.

Each model is lightweight and compact, which reduces the cost of electrification projects while creating more room in the engine space. They are also modular and fully integrated, making future upgrades much easier.

VETUS has submitted the new E-LINE Air range for the National Marine Manufacturers Association Miami Innovation Award.

VETUS will exhibit its broad equipment range on a joint stand, displaying synergy with brands YANMAR, Maxwell, Smartgyro and Flexofold to present

increased options and complete solutions to visitors and boat owners.

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About VETUS Maxwell

VETUS Maxwell provides sales, distribution, service, and support for its brands VETUS and Maxwell. VETUS, headquartered in the Netherlands, sets

the global standard in the design and manufacturing of complete onboard boat systems for recreational and small commercial vessels. VETUS prides itself on innovation and engineers the majority of its 4,000+ product lineup in-house. The company's commitment to quality, reliability, and delivering a superior customer experience has earned the trust of boaters, yacht builders, and marine training establishments all over the world.

With an extensive range of windlasses, capstans, and accessories for vessels from 6 metres (20 feet) to over 90 metres (300 feet), Maxwell has been providing the highest quality anchoring solutions for pleasure boats, superyachts, and commercial vessels for over 50 years. Headquartered in New Zealand, 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.

VETUS Maxwell services the APAC region from locations in Auckland, New Zealand, and Queensland, Australia; the Americas and Caribbean from Hanover, Maryland; and Africa from Cape Town, South Africa. Additional VETUS Maxwell offices are located in France and Italy.