



ProMot AG headquarters in Safenwil, Switzerland

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## VETUS strengthens its presence in Switzerland with new distributor appointment

VETUS, creator of complete onboard boat systems and innovator in electric propulsion solutions, has announced the appointment of ProMot AG as its distributor for Switzerland.

The strategic agreement will take effect from 1<sup>st</sup> October 2023. The agreement covers all VETUS product brands including Maxwell, Marex, V-Quipment and YellowV, allowing VETUS to continue to grow its presence in

central Europe.

ProMot AG, whose headquarters are based in Safenwil, will be responsible for the promotion, sales, aftersales service and support of the entire VETUS range to dealers, boatyards and other B2B customers, shipping orders from its central Safenwil warehouse.

Founded in December 1953 by Emil Frey, the father of Mr. Walter Frey, the company is the multiple market leader in the Swiss watersports sector and one of the longest-serving companies in the Emil Frey Group.

Thijs Boegheim, VETUS Sales Director EMEA said, “We are delighted to appoint ProMot as our distributor for the region. ProMot has unrivalled experience in the industry and an excellent reputation for providing dedicated customer support and service.

Switzerland is a key marketplace for VETUS and we are confident ProMot will be able to further develop and expand our reach in the area. The VETUS brand will strengthen the ProMot portfolio with key products like thrusters, marine diesel engines, exhaust systems, anchor windlasses and our innovative electric propulsion systems. We look forward to an exciting future and partnership, providing our Swiss customers with the highest quality and most innovative products in the marine marketplace.”

For more information visit [www.vetus.com](http://www.vetus.com)

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## About VETUS – Creator of Boat Systems

Founded in 1964, VETUS sets the global standard in the design and manufacturing of complete onboard boat systems—including engines, bow thrusters and anchoring solutions—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 superior customer experience has earned the trust of boaters, yacht builders, and marine training establishments all over the world.

VETUS has its headquarters in the Netherlands, with representation in 17 other countries and an unparalleled worldwide distribution and service network.

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