

PRESS RELEASE

18 August 2022 | FOR IMMEDIATE RELEASE

VETUS TO REVEAL A FRESH NEW IMAGE AT EUROPE AND U.S. SHOWS

VETUS, global innovation company for complete marine product systems, will showcase its new, high impact branding and seamless new stand designs for the first time to visitors during a busy 2022/23 show season in Europe and the U.S.

As a highly trusted and firmly established global boat systems marque for nearly 60 years, the VETUS brand has undergone a redesign to reflect the company's mission of making boating easy and carefree and its vision to be the most trusted onboard marine solutions brand globally.

In August, VETUS will exhibit at Open Yard Ellös in Sweden and HISWA te Water in Netherlands. September begins with a stand at Allt på Sjön Gustavsberg, followed by Cannes Yachting Festival, Southampton International Boat Show, Genoa Boat Show and IBEX. VETUS is in front of the U.S. market again in October at Annapolis Power and Sail Show, in addition to a presence at Barcelona International Boat Show, Warsaw Yacht Show, Fort Lauderdale International Boat Show and Cape Town International Boat Show. The show season culminates for VETUS at METSTRADE and a stand at the International Workboat Show in New Orleans.

Commenting, Sander Gesink, Marketing Director for VETUS said, "The perception of VETUS has evolved considerably since the company was first established in the Netherlands in 1964. The main objective of the rebrand was to present a fresher, cleaner image which synchronises with our ethos of making boating easy and carefree. The launch of our rebrand coincides with our summer campaign, [Carefree summer with VETUS.](#)"

The extensive VETUS complete systems portfolio of more than 4,000 products and thousands of spare parts encompasses a range of innovative, easy-to-install solutions, including its renowned bow thrusters, E-LINE and E-POD electric drive solutions, diesel engines, generators and control panels, as well as various accessories such as water strainers, waterlocks, portlights, ventilation hatches and roller blinds/fly screens.

Answering all boating needs alongside anchoring and mooring specialist MAXWELL and its V-Equipment range of complementary products to the VETUS systems, VETUS has subsidiaries in 18 countries, which are supported by a worldwide distribution and service network.

Visit the VETUS team at the following shows:

HISWA te Water: 02A

Cannes: QML352

Southampton VETUS: E054, Maxwell: E054S

Genoa: PAVILLON B – UPPER FLOOR - No. TL10/TM09

IBEX: 3-1425

Annapolis: Power & Sail: Tent B 19, Tent B 21

Barcelona: E 572

FLIBS: 412

METSTRADE - VETUS: 01.341, Maxwell: 09.406

International Workboat Show, New Orleans: 1001

PRESS RELEASE

Visit the new website at <https://vetus.com>

Ends

Media Contacts

Sander Gesink
VETUS
Tel: +31 6 15550101
sgesink@vetus.com
www.vetus.com

Karen Bartlett
Saltwater Stone
+44 (0) 1202 669244
k.bartlett@saltwater-stone.com
www.saltwater-stone.com

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, generators, bow thrusters and control panels—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.

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