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Digital Yacht appoint West Coast Sales Group to new US sales role

Digital Yacht have appointed San Diego based West Coast Sales to represent their product line across the West Coast of America. Their team of 6 people will be actively involved in product marketing, support and training to an important group of specialist electronic dealers and distributors. Last year, Digital Yacht opened their Boston office and appointed representatives for the East Coast so this new move will now give national US coverage.

West Coast Sales will also provide a new innovative sales management role for the existing East Coast representatives so that there is a coherent and

structured team of 9 people across the US.

“Having a national and consistent approach to this very important market is essential for the fast growing Digital Yacht brand and West Coast Sales have clearly been very successful with their management of other symbiotic product lines such as Fusion. We’ve a rapidly evolving range of OEM products coming on stream for 2014 and look forward to promoting these to US boat builders” commented Nick Heyes, CEO of Digital Yacht.

West Coast Sales is headed up by Jay Sanders and Todd Crocker who have been instrumental in building up many US marine brands over their careers. For further information, check on line at www.digitalyachtamerica.com

DIGITAL YACHT 2014 IS ALL ABOUT NEXT GENERATION NAVIGATION, COMMUNICATION AND ENTERTAINMENT SYSTEMS FOR YOUR BOAT. BOATING SHOULD BE FUN, SAFE AND EASY AND OUR PRODUCTS INTEGRATE INTO EXISTING AND NEW BOAT NETWORKS TO BRING A POWERFUL DIMENSION TO YOUR ON-BOARD ELECTRONICS.

Digital Yacht is a UK based manufacturer of specialist marine electronics. With offices in Bristol, Boston and Shanghai, we produce a range of innovative products including AIS receivers and transponders, WiFi servers for on board NMEA data, long range WiFi internet devices and a range of sensors including GPS and electronic compasses. Digital Yacht won the prestigious METS DAME Electronic Product Award for iAIS as well as the NMEA Technology Award for BOATraNet in 2011. The GPS150 was nominated for a DAME award at this year’s 2013 exhibition in November. In 2013, Digital Yacht exported products to over 100 countries.

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