

VETUS appoints new branch manager to lead operations in France

VETUS, the creator of complete onboard boat systems, announces the appointment of Hugo Ferlay as the new Branch Manager for VETUS France. Hugo will reinforce the company's commitment to serving the French market, bringing enhanced local expertise, strong customer support, and great responsiveness to the specific needs of boaters and industry professionals across the country.

With more than 15 years of experience in the maritime industry, Hugo brings a deep understanding of the French marine market. His passion for boating began during his early career as a skipper and has fuelled his progression into several esteemed leadership roles across the sector. Prior to joining VETUS, Hugo held key positions at well-known French marine companies, further solidifying his expertise in serving the needs of French boaters and marine professionals.

In his new position, Hugo will play a pivotal role in expanding VETUS' footprint in France, working closely with OEMs and key market stakeholders. He succeeds Alain Caillet, who is retiring after 12 successful years as Branch Manager of VETUS France. Alain's dedication, leadership, and contributions have been instrumental in shaping the company's strong presence in the region. To ensure a seamless leadership transition, Alain will remain engaged during the handover period before entering a well-earned retirement.

"We are delighted to welcome Hugo to our international leadership team," said Thijs Boegheim, Sales Director EMEA at VETUS. "His industry expertise, market insight, and passion for boating will strengthen our position in France and support our broader growth ambitions across Europe."

Expressing his enthusiasm for the role, Hugo commented, "I am honoured to join VETUS, a brand synonymous with innovation and quality in the marine industry. This is an exciting opportunity to contribute to a respected global company while leveraging my background and passion for boating. I look forward to supporting VETUS' continued growth in France and throughout Europe."

For more information on VETUS visit www.vetus.com.

Ends

For further information or images, please contact the VETUS team at McKenna Townsend by calling +44(0)1425 472330 or emailing vetus@mckennatownsend.com