FURUNO U.S.A. CELEBRATES 35 YEARS OF GROWTH AND PROSPERITY IN MARINE ELECTRONICS INDUSTRY

Camas, WA – 2013. Back in 1978, Furuno U.S.A. was formed to serve one of the largest markets in the world for marine electronics. Top management at Furuno Electric Company in Nishinomiya City, Japan recognized not only the strength of the U.S. market, but the tremendous potential for Furuno’s quality radar, navigation, sonar and communication electronics to assist professional and recreational mariners.

Thirty-five years later, this potential has far surpassed what they had originally anticipated for the US market. A combination of innovative product development and aggressive American management has resulted in thirty-five years of steady progress.

“The strong brand loyalty that Furuno enjoys is a combined effort of our parent company’s determination to design innovative products and the sales & service support of our amazing dealer network over the last 35 years,” said Jim Atteridge, President of Furuno U.S.A. “Since the beginning of Furuno USA in 1978, the company has continued to reinvest in its U.S. operations by expanding its facilities and management, in an effort to deliver superior customer service to our dealer network. This is shown through all the National Marine Electronics Awards we have won over the years, including winning the coveted Manufacturer of the Year award every year it has been presented.”

Each year, as Furuno introduces new, ground-breaking products, it continues to remain the largest marine electronic product line in the world, servicing both the commercial and recreational maritime markets. Since its beginning in 1948, Furuno Electric Company has grown from a small marine electronics company, to the world’s largest, with the most comprehensive worldwide service network serving both the commercial & recreational markets.

In 2013, Furuno U.S.A. continues to offer the most extensive product line of radar, navigation equipment, sonar, depth sounders, communications, NavNet, GMDSS equipment, AIS and more.

For more information on Furuno’s full line of award winning marine electronics, contact: Furuno USA, 4400 NW Pacific Rim Blvd., Camas, WA 98607. Phone: (360) 834-9300. Fax: (360) 834-9400. www.FurunoUSA.com.