FUSION® HIRES KEVIN LOTT AS U.K. BUSINESS DEVELOPMENT MANAGER

Marine Entertainment Leader Expands Sales Team to Increase Market Penetration in the United Kingdom and Ireland

Southampton, United Kingdom. – FUSION®, a worldwide leader in marine entertainment, announced today the appointment of Kevin Lott as its new Business Development Manager for the United Kingdom and Ireland. With more than 12 years of marine and consumer product sales experience, he joins Fusion after spending seven years as a marine sales account manager with Garmin. Lott will focus on increasing sales through greater market penetration for Fusion marine products in both the traditional endemic markets as well as relevant tangential industries.

“I am very pleased to welcome Kevin on board,” said Matthew Forbes, general manager of Europe and Middle East, Fusion Electronics. “The United Kingdom is a very important market for Fusion and I am confident his experience and passion will ensure our continued success. In addition, Kevin’s understanding of the navigation market will prove valuable as we begin delivering FUSION-Link products in the new year.”

FUSION-Link is a revolution in marine audio control. Multi-function displays, like chartplotters, fishfinders or radar systems with 'FUSION-Link' software installed have complete, on-screen access to on-board FUSION entertainment allowing boaters to navigate all stereo sources and full control of iPod/iPhone music libraries via track, artist, album or playlist. The system provides control of individual audio zones on a vessel separately or together, including control of the subwoofer level in each zone. Bass, midrange and treble levels are also adjustable. Boaters can further enhance FUSION-link products by adding a Wi-Fi router and using FUSION's new app on an Apple iPad, iPhone or various Android products, for wireless remote control of the system anywhere on a boat. FUSION-Link also enables boat owners and boat builders to utilize the NMEA 2000 backbone to repeat system

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FUSION data on remotes, displays and navigation units as well as depth, speed and heading data, to name a few, to a FUSION display without running extra cables.

Kevin Lott assumed his role as U.K. Business Development Manager on December 1, 2012. He can be reached at +44_(0) 7881 271758 or at kevinl@fusionelectronics.com. For more information on FUSION or its entire line of marine and car audio products, please visit www.fusionelectronics.com.

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About FUSION:
FUSION brands and markets an exciting range of mobile entertainment and related products throughout America, Europe, Asia and the Pacific. FUSION is New Zealand based with significant sales operations sited in New Zealand, Australia, United Kingdom and United States of America.

FUSION offers an innovative range of car audio speaker, amplifiers and subwoofers; true marine audio, innovative electronic display solutions, and a comprehensive range of audio accessories and merchandise.

FUSION® is a registered trademark of FUSION Electronics, Limited. All other brand and product names are or may be trademarks of, and are used to identify products or services of, their respective owners.
Kevin Lott

This image, as well as others are available as a high-resolution JPEGs or TIFFs
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