Welcome to December's edition of the Octopus Newsletter. Octopus Products recently attended METS in Amsterdam and we would like to share with all our readers some of the highlights of the show.

**Company News**

- Octopus Autopilot Drives / Canada Metal Pacific Limited will be closed from December 24th to January 1st for Christmas Shutdown and Year End Inventory Count. Please note this on your calendar and place orders in advance to ensure that you have adequate stock during this time.
- Octopus will be upgrading to a new motor in 2012. The new motor will be lighter and more efficient. This change will be implemented once current stock is exhausted. The new motor will still be compatible with all existing pump module assemblies. Affected products: Reversing Pumps, Continuous Running Pumps A Series and Linear Drives.

**Main Feature Section**

METS, the world's largest trade exhibition of equipment, materials and systems for the international marine leisure industry.

METS/SYP2011

Attendance: 19,323
Exhibitors: 1,331
General
METS and the SuperYacht Pavilion 2011 broke attendance records by 2% compared to 2010. The attendance underlined confidence in METS/SYP when other marine industry exhibitions in 2011 reported a drop in visitor levels. The quality and quantity of visitors made for a vibrant, busy three days, leaving a very positive optimism for the coming year.

Octopus Marketing Initiative
Octopus products had one of the best years on record at this show for stand attendance and new customer interest. This was seen as a success for the new marketing initiatives that had started a year before with the new brochure and the editorials in the magazines that have now led to some serious boat builder interest.

Unique Products take the lead
Octopus has always been a company to produce unique innovative products and this year these products were seen to be at the leading edge of the Boat builder market.

Top Boat builders come to Octopus
The two number one world-wide boat builders decided this year to fit Octopus Drives and visited the Octopus stand at the show.

Beneteau / Jeanneau
During this year, Octopus's Unique cable sailboat drive was seen as the solution for the Sun odyssey range of yachts at Jeanneau and is now being fitted as standard. Beneteau are now looking to fit these drives on their Oceanis range. Navico have this drive in their range as the SD10. Contact Navico or Octopus for more details.

Bavaria Yachts
The Bavaria motor boat range which is already fitting the Octopus pumps with the Garmin pilots have now taken on the Octopus mechanical drives for their stern drive engine boats. They see this as the only professional solution on the market that can offer them the
versatility and simple installation required for their lean manufacturing program.

At the show they also showed interest in Octopus products for their Sail boat range and Octopus has a full out program to work with them in 2012 for some new exciting products.

**New Opportunity Canada and USA**
All dealers and distributors dealing directly with any boat builders in Canada or the USA should contact Octopus products to learn how we have assisted the major boat builders in Europe. We will work with you to open new opportunities to build long term solutions for your customers.

**Strength in numbers**
As usual Octopus was under the banner of our parent company CMP Global and this year was an exciting year with the acquisition of a new company Rocna anchors and the new interest this brought to the stand.

**Summary**
All in all the show was one of the best ever attended by Octopus for new customer agreements and new leads.

We look forward to working with you all to build on these exciting new opportunities in 2012.

**Special Offer for this Month**
An additional **10%** discount on all Hydraulic Linear Drives. Mention this offer when ordering. Offer valid until December 23rd.

**OCTOPUS AUTOPILLOT DRIVES THE PROFESSIONAL CHOICE**

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