Simrad Yachting announces the arrival of its new website at www.simrad-yachting.co.uk. Bringing easy to access product information, the new website makes researching boat electronics easy and provides existing customers with instant access to support information and software updates.

Simple to navigate and intuitive to use, the new Simrad Yachting website allows boat owners to quickly identify electronics needs for their boats. It offers product information and guides to key features, whilst interactive suggested systems let boat owners choose the size and type of their boat to create an ideal electronics set up.

Website users can also compare and contrast Simrad Yachting products, using the compare function to draw parallels and distinctions between product lines.

For those who are looking for specific information, there is a search engine function, to help find content at the click of a button. Website users can also share information via Social Media networks, as there is the ability to publish features via Facebook, Twitter and Google+, this is particularly useful when used with the website Events Diary, which lists all upcoming Simrad Yachting events and boat shows.

The new website is region specific, allowing users to choose their location and receive tailored information and pricing for their own countries. Currently available in English language for USA, Canada, UK, Australia and Asia Pacific, over the coming weeks the Simrad Yachting website will also be expanding to include a range of European languages.

The new website benefits from a Dealer Locator where boat owners can easily find their local retail stores and discover where to buy products quickly, it works using postcode or place to find the nearest Simrad Yachting stockist and shows a handy map to help with orientation.

The Dealer Locator also provides the location of Certified Dealers who install products and provide servicing under the acclaimed Simrad Advantage Service Program.

To check out the new website, visit www.simrad-yachting.co.uk.