

Press Release November 2009

## Victron Energy BV had a successful exhibition at hanseboot 2009 in Hamburg/Germany

Netherlands-based global player Victron Energy BV focuses on power supply solutions for a broad range of markets, including yachting, industrial and automotive. Few brands have managed to establish themselves long-term in these high-tech markets and build a reputation for providing premium quality as Victron has done.

Although Victron markets its products globally, promoting and selling them is very much a local affair in the hands of carefully selected resellers in each country. This is due to a wide range of different local regulations and the need for close customer relationships, in particular. They are responsible for producing optimum quotations and advising on the portfolio, which is put together in collaboration with regional sales managers.

Sales Manager Uwe Dräger was responsible for the booth at hanseboot 2009 in Hamburg, Germany and is delighted with the exhibition results:

***“Our German-based resellers achieved more at hanseboot than we anticipated. In 2009 we did not just fly the flag, but also demonstrated that we are an innovative, high-performance company, despite the global crisis (..)„***



## Bukh Bremen, Fischer Panda and recently Bridge Tronic was added

This year Herne-based Bridge Tronic GmbH was unveiled as another official Victron solutions partner for Germany, joining its tried and trusted sales partners, Bukh Bremen and Fischer Panda. In the run-up to the exhibition Bridge Tronic had boasted that its booth would be exemplary – and it kept its word. Thus Victron Manager U. Dräger, together with a delegation of other Victron European sales managers, just had to give the booth a very thorough going over.



With a fully equipped and fully functioning helm and control position plus an exclusive radar mast designed by naval architect Pieter Beeldsnijder - Bridge Tronic showcased Victron products in two surprisingly new yet simple ways.

## Victron demonstrates power management solutions live and up close to all comers

On the one hand off-the-shelf solutions, such as “chargers, transformers”, “stabilisation” and “power management”, were showcased with the aid of important core products, including Quattro, Phoenix, EasyPlus and the full VE.Net range, using powerful imagery and in language anyone could understand. Thus five – technically very complex – core topics were simplified in terms that a single visual aid together with the matching product could be installed on the booth. A market revolution using Victron products: bringing high-tech to the general public.



And on the other hand the effectiveness of more elaborate systems could be demonstrated at the same time. A complete power management solution, including shore power connection, emergency 15kW power generator based on a triple Quattro installation supplied power for the entire booth. To their amazement visitors were able to cut the “shore power” supply and see how initially high-performance batteries and then an emergency power generator powered the booth – indeed uninterrupted and stabilised. This onshore installation too is an innovation, made possible using Victron products.



## Interesting conversations on the booth and a positive résumé

Pieter Beeldsnijder was already persuaded by Victron's capability before chatting with Uwe Dräger and is considering incorporating Victron-based installations from the outset in plans for his new ships in the future. As a designer, his top priority from a technical point of view is above all the reliability and safety of his ships.



Uwe Dräger, Victron Sales Manager Germany:

***“We are very happy the way the exhibition went and felt very much at ease on our resellers’ booths. And it is precisely this feeling of being at ease, coupled with highly professional and reliable solutions, that constitutes the image we want to convey.”***

*Important information is provided online:*

***Victron on the Internet: <http://www.victronenergy.com>***

*Full information about our reseller, Bridge Tronic: [www.bridgetronic.de](http://www.bridgetronic.de)*