



Example of Raymarine's mobile showroom

Aug 15, 2018 14:38 BST

Raymarine: Mobile Showrooms Bring Latest Raymarine Technology Directly to Boaters

Fareham, United Kingdom – 15 August 2018 – Raymarine, a FLIR Systems brand, is bringing a truly 'Raymarine Retail Experience' directly to European boaters this summer via its fleet of state-of-the-art mobile showrooms. The prominently branded mobile display units are being deployed at key European events by the marine electronics specialist to engage directly with the recreational boating community off the water.

The showrooms feature a working display stand fitted with fully-functional models from Raymarine's product range, including the Axiom multi-function display family, Quantum 2 Doppler radar and FLIR thermal marine cameras. Staffed by Raymarine experts, the showrooms allow boaters to experience the very latest Raymarine technology and receive advice about outfitting and upgrading their boat.

The four bespoke mobile showrooms are currently touring events in Europe, including local boat shows and regional fishing tournaments. Customers can visit the Raymarine showrooms at these upcoming events and locations:

August

16-19 – Helsinki Floating Show, Finland

24-26 – Öppna Varv, Ellös, Sweden

31 – 3 Sep – Flydende bådudstilling ishøj, Denmark

September

3-9 – Natte Hiswa, Lelystad, Netherlands

19-22 – Luremasters, Hellevoetsluis, Netherlands

October

12-14 – Scotland Boat Show, Kip Marina, Inverkip, UK

26-28 – Suffolk Yacht Harbour Open weekend, Levington, UK

November

3-4 – European Sports Fishing Show, Bristol, UK

22-26 – Athens Boat Show, Greece

For information about Raymarine's full product range, visit
www.raymarine.com

####

Media contact:

Karen Bartlett

Saltwater Stone

+44 (0) 1202 669 244

k.bartlett@saltwater-stone.com

About FLIR Systems, Inc.

founded in 1978 and headquartered in Wilsonville, Oregon, FLIR Systems is a world-leading maker of sensor systems that enhance perception and heighten awareness, helping to save lives, improve productivity, and protect the environment. Through its nearly 3,500 employees, FLIR's vision is to be "The World's Sixth Sense" by leveraging thermal imaging and adjacent technologies to provide innovative, intelligent solutions for security and surveillance, environmental and condition monitoring, outdoor recreation, machine vision, navigation, and advanced threat detection. For more information, please visit www.flir.com and follow [@flir](#).

About Raymarine:

Raymarine, a world leader in marine electronics, develops and manufactures the most comprehensive range of electronic equipment for the recreational boating and light commercial marine markets. Designed for high performance and ease of use, the award-winning products are available through a global network of dealers and distributors. The Raymarine product lines include radar, autopilots,

GPS, instruments, fishfinders, communications, and integrated systems. Raymarine is a division of FLIR Systems, a world leader in thermal imaging. For more information about Raymarine please go to www.raymarine.com.