**PRESS RELEASE**

**20th August 2014**



**Crewsaver celebrates the 30th Anniversary of the Crewfit lifejacket with the NEW Crewfit 165N.**

At the PSP Southampton Boat Show 2014, Crewsaver is celebrating the 30th anniversary of the design of the Crewfit inflatable lifejacket. Worn the world over in all markets and especially popular with recreational boaters; the Crewfit is the only lifejacket many sailors would consider wearing.

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But even the best can be improved upon, and after three decades Crewsaver proudly announces the launch of the Crewfit 165N. This new model brings boaters’ state-of-the-art safety features, the most modern, and robust materials, while also retaining the original, supremely popular easy-to-wear design.

The press and public are invited to the official launch of the Crewfit 165N at the PSP Southampton Boat Show, on stand G104 at 13.30, Friday 12th September 2014.

Crewsaver’s Managing Director Ross Wilkinson comments, “We are proud and delighted that the Crewfit has stood the test of time and is still the choice of many around the world. The new model is even better, keeping users safe with the latest technology, including a unique bladder design providing the ultimate in performance.’

**‘It’s what’s inside that counts’ - So what’s new on the Crewfit 165N?**

* A transparent ‘window’ on the front of the jacket showing the status of the inflator, allowing you to check your lifejacket is in working order without having to unpack and repack the jacket
* New, improved bladder design that reduces wave impact on the face, greatly improves the mouth free board (distance from your mouth to the water) and provides a unique chin support helping to keep your airways clear
* Increased buoyancy - 165 Newtons (approved to ISO 150N), providing a spin time of around 2 seconds average
* Lighter weight on the harness version, achieved by a soft loop replacing the stainless steel D-ring
* The most up-to-date Hammar MA1 and UML pro-sensor operating head which prevents accidental activation by wave splashes
* ISO approved 12402-3 - the International standard for lifejackets

**30 Limited Edition Lifejackets**

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**Limited Edition Lifejacket and accessory box includes:**

* **New Black limited edition Crewfit 165N**
* **McMurdo Fastfind personal locator beacon**
* **Spray hood**
* **Safety line**
* **ErgoFit safety knife**
* **Replacement Re-arming kit**
* **Crotch straps**
* **Lifejacket light**

(See additional press release for more information)

**Free arming kit for current Crewfit owners!**

To celebrate the 30th anniversary anyone who owns a Crewfit lifejacket can get a free re-arming kit worth more than £44 if they take the lifejacket to the Crewsaver stand at the PSP Southampton Boat Show. Our staff will even show you how to fit it yourself.\*

(See additional press release for more info)

\*Terms and conditions apply

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**For media information, hi-res images or product tests please contact:**

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**The PSP Southampton Boat Show**

12th - 21st September 2014

www.southamptonboatshow.com

**About Crewsaver**

Crewsaver is a world-leading manufacturer of marine safety equipment and clothing for the commercial and leisure marine industries. Based in Gosport, Hampshire, the company designs and manufactures bespoke safety equipment for several countries’ special forces, the UK government’s Environment Agency and the aviation and oil industries. Crewsaver is part of the Survitec Group.

[www.crewsaver.com](http://www.crewsaver.com)

**About Survitec Group**

Survitec Group holds market-leading positions worldwide in marine, defence and aerospace survival technology. Headquartered in Southampton, the company employs 2000 people across 10 manufacturing sites and 50 service centres, operating through a network of a further 550 distributors and agents to bring its best-in-class products and services to a global customer base. With an extensive history spanning over 160 years and a portfolio of some of the most reputable brands in the safety and survival industry, Survitec is committed to product innovation, technological advancement and quality assurance.

[www.survitecgroup.com](http://www.survitecgroup.com)