



PRESS INFORMATION

**For immediate release
5th March 2012**

Crewsaver appoints Kevin Aitken as Scottish Sales Agent as growth continues

Crewsaver is delighted to announce that it has appointed Kevin Aitken as its Scottish Sales Agent to manage existing relationships and create new sales opportunities in Scotland for the leading manufacturer of marine safety equipment company.

Aitken's proven track record for successfully selling a number of major marine brands into the Scottish market for almost two decades is underpinned by a wealth of racing and cruising experience.

David Ellis, Crewsaver's Sales and Marketing Director, said: "We have appointed Kevin to reinforce existing relationships and create new sales opportunities in Scotland for the Crewsaver, Yak and CSR brands. Not only is Kevin an experienced and successful yachtsman in his own right, he also has an unrivalled knowledge of the Scottish market which will prove invaluable for growing our established brands north of the border."

Currently the owner of *Animal*, an Elan 380, which is one of the stalwarts on the Clyde IRC scene, Aitken has been sailing keel boats for 22 years and also has a personal insight into the dinghy scene through his sons' active participation in the Optimist, Topper and Laser fleets.

"Through my experience cruising and racing in a range of classes and the insight I've gained through my sons' involvement in the UK's three leading dinghy fleets, I can bring a wealth of experience to this role and I look forward to working with our Scottish sailing community and local retailers to promote the Crewsaver, Yak and CSR brands in Scotland," Kevin Aitken, Crewsaver's newly-appointed Scottish Sales Agent, said.

Aitken owned and raced *The White Tub*, a Sigma 33, for eight years consistently achieving solid results including no less than five top-five finishes in national championships. Racing in the popular Sigma class attracting up to 75 starters, he secured two of his top-five finishes at the world-renowned Cork Week.

Notes to editors:

Crewsaver is the UK's leading lifejacket and watersports equipment manufacturer, founded in Gosport, England in 1957. The recent introduction of a range of liferafts to the company's established portfolio of products reinforces Crewsaver's position as a leading producer of marine safety equipment with a strong international presence.

Crewsaver continues to be recognised as the premier lifejacket brand and many prestigious institutions including the RNLI, the MoD and a number of emergency services choose its products for their staff and volunteers. Crewsaver is considered by many to be an industry leader, setting the standard for lifejackets across a diverse range of commercial sectors.

The company's leisure range is developed to the highest standards of research, design and manufacture to give users total peace of mind.

Crewsaver is part of the Survitec Group of companies and its products are distributed in 53 countries.

For full product information visit: www.crewsaver.co.uk



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Aitken owned and raced a Hunter Sonata for five years, which he cruised out to Barra in the Outer Hebrides, and for the last four years he has owned a Beneteau First 42s7, *Duckwall Pooley*, on which he has competed in the ARC transatlantic race and competed in various European and Caribbean regattas.

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