**News Release**

**For immediate release**

**26th February 2014**

**Seldén to launch three new products at RYA Suzuki Dinghy Show 2014**

Seldén is launching three exciting new products exclusively for the dinghy market at the RYA Suzuki Dinghy Show, which takes place at Alexandra Palace in London on 1st and 2nd March 2014. As well as being able to see the new products, Seldén’s stand (B36) will play host to talks from some of the country’s top names in dinghy sailing.

The three new products, each designed with the needs of particular classes in mind, will give sailors the same competitive edge that has led to Seldén celebrating a double victory at the 420 Worlds this summer.

**Series One**

The Series One mast is specifically designed for five classes, Merlin Rocket, Phantom, Contender, National 12 and International Canoe. This carbon fibre, über-thin 45mm diameter mast, boasts a low aero profile and lighter section weight. Features include:

* 45mm Diameter
* MFM Wound
* Low aero profile
* Lighter section weight
* Same bend characteristics to proven Series 2 product.
* High Modulus Carbon M40J
* Carbon fibre composite fully adjustable spreader bracket with carbon spreaders
* Carbon fibre composite Gooseneck assembly
* Minimum fittings attached with rivets, bonded
* Custom Selden Carbon Fibre track.

**Optimist**

Seldén’s Optimist spar led Robbie King to second place in the 2013 Optimist Nationals this summer. With the mast, boom and sprits all produced in superior 7000 Series aluminium, Seldén offer Optimist sailors the ultimate spar package. Masts are produced to the same diameter but a choice of wall thicknesses allows bend characteristics to be tailored to the sailor’s weight. Features include:

* 7000 Series Aluminium
* Hard Anodised Finish
* Mega Step Compatible

Full details can be found at <http://www.seldenmast.co.uk/uploads/Seldén%20Dinghy%20Class%20Data%20Sheet%20-%20Optimist_20121016830.pdf?iframe=true>

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**420**

The three different sections of Seldén’s 420 mast (Kappa, Cumulus and the latest addition, Zeta) make it suitable for a wide range of crew weights. Seldén has worked with some of the top 420 sailors to develop a range that corresponds to sailors needs. The Open fleet and Girls fleet at the 420 Worlds in Valencia this summer used Cumulus and Kappa sections to secure victory, while the newest addition to the range, Zeta section, had success in the Open fleet. Victories were also celebrated in the 2013 UK Nationals and Germans Nationals. Features include:

* Three Sections, Kappa, Zeta and Cumulus suitable for wide range of crew weights
* Fully adjustable spreader system
* Ball bearing sheave boxes
* Composite fittings

Full details can be found at http://www.seldenmast.co.uk/uploads/Seld%C3%A9n%20Dinghy%20Class%20Data%20Sheet%20-%20420\_20134241144.pdf?iframe=true

Seldén is offering visitors to their stand at the RYA Suzuki Dinghy Show the chance to pick up some tips from some of the top names in the dinghy sailing world with a series of talks over the course of the show.

Multiple championship title winning sailmaker Andy Davis will be on the stand on Saturday 1st March at 4pm. Optimist enthusiasts can meet hear from National & Youth coach and top Fireball sailor, Tim Rush, on Saturday 1st and Sunday 2nd at 12 noon. Leading Fireball sailor, Dave Wade, and professional sailor Ben McGrane will be on hand on Saturday 1st and Sunday 2nd March at 2pm.

Seldén’s experienced staff will on hand throughout the show to talk consumers through the new products.

**ENDS**

**Notes to editors**

* Seldén Masts supply more race and championship winning masts than any other manufacturer.
* The Seldén Group is the world’s leading manufacturer of masts, spars and rigging systems in carbon and aluminium for dinghies, keelboats and yachts. The range was extended to include deck hardware in 2008.
* For more information on Seldén visit www.seldenmast.co.uk

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