

ANNOUNCEMENT JULY 27, 2017

FURRION APPOINTS NATHAN DIXON AS VICE PRESIDENT OF GLOBAL MARKETING HONG

KONG – Furrion, a global leader of innovative products and solutions for the specialty vehicle market, announced today that Nathan Dixon has been hired as its new Vice President of Global Marketing. Dixon is Furrion’s second high-profile hire in recent months and comes at an opportune time, as the company is experiencing unprecedented growth, including expansion into the home and business markets in the second half of 2017. “Nathan is an incredible addition to our team and we look forward to his leadership in executing our global marketing strategy and managing all of our marketing efforts,” said Furrion co-founder and Chief Marketing Officer, Matt Fidler. “Nathan brings both in-house and creative agency experience developing award winning campaigns, which made him the perfect choice to unite our various countries marketing heads and agencies. We have an exciting year ahead and are lucky to have Nathan as part of the team as we continue to expand our brand.” Dixon will be based in the company’s Hong Kong headquarters and will focus on accelerating Furrion’s marketing efforts as well as overseeing all country marketing teams, agencies, and promotional partners. Dixon will be instrumental in building brand awareness, increasing Furrion’s digital presence, product launch campaigns, and relaunching the brand’s social networks in order to better engage with Furrion’s growing audience as it expands into different sectors.

Dixon comes to Furrion from Sensis, Australia’s number one marketing services company, in Melbourne, where he was the marketing and communication manager responsible for developing national integrated campaigns and strategies with a focus on B2B, brand and product marketing. Prior to Sensis, Dixon has a wealth of experience in premium automotive and consumer retail, developing strategies and campaigns for leading global brands. His diverse experience is what made him a stand out candidate for the Furrion Vice President of Global Marketing position. “I am excited about the opportunity to establish a global marketing team for Furrion, increase our brand awareness in our key markets and develop best in class marketing initiatives to launch our new range of products into the consumer market,” says Dixon. “The Furrion team has done an excellent job becoming a leader in providing future perfect solutions for the specialty vehicle and yacht industries and I look forward in building on that legacy as we continue to develop mobile and connected lifestyle solutions for our customers.” For further information, please contact: media@furrion.com About FURRION Furrion (www.furrion.com) is a global technology company that designs and manufactures products and services that enhance consumer lifestyles. As a leading supplier of luxury products to various industries, Furrion’s portfolio includes electronics, appliances, renewable energy, automotive navigation, information technology, power management systems, electrical components and robotics. All trademarks and copyrights are the property of their respective owners.

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