



# MOBILARM APPOINTS TAYLOR MARINE AS EXCLUSIVE DISTRIBUTION PARTNER IN AUSTRALIA

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[FOR GENERAL RELEASE]

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## **Perth, Western Australia**

Marine safety technology developer, Mobilarm Ltd, is pleased to announce the appointment of specialist marine supplier, Taylor Marine, as the exclusive distributor partner for Mobilarm products in Australia.

Mobilarm announced today that JN Taylor & Co Pty Ltd (trading as Taylor Marine) would now be responsible for sole distribution of the MOBi-lert product range in Australia. The move will provide Mobilarm's existing reseller network with access to a national, more specialised distributor with the capacity to provide greater support at the local level.

Mobilarm's Channel Sales Manager, Mr Tarquin King, said Taylor Marine has a long history of successful sales and distribution to the marine industry.

"We are very pleased to announce this partnership with Taylor Marine, which has built a very solid reputation in the marine industry for providing strong support for products through its wide network of technical dealers and company owned branches around Australia," Mr King said.

Taylor Marine's Managing Director, Mr David Maitland, said Mobilarm and JN Taylor had a perfect product fit, and the partnership would benefit both recreational and commercial mariners.

“Our business model specialises in offering our Dealers a great range of products to meet the high tech requirements of the modern boater. Mobilarm has an excellent product range that has been tried, tested and well accepted in the Australian market,” he said.

The new partnership means Taylor Marine will also be the exclusive distributor of the new ‘Mobilarm V100’, a fully automated, marine survivor locating device which will provide commercial and recreational mariners with a faster, more efficient man overboard rescue alternative to existing Emergency Position Indicating Radio Beacons (EPIRBs). The Mobilarm V100 will be launched at the 2008 Sanctuary Cove International Boat Show, 22 – 25 May 2008. Mobilarm can be located in Pavilion C, stand number 276-277.

Mobilarm will be holding a media launch of the Mobilarm V100 at Sanctuary Cove:

Venue:       **Hyatt Regency Sanctuary Cove** (the hotel is a short walk from the show)  
Date:         **Thursday 22 May 2008**  
Time:         **15:30**

**Cocktails will be served.**

Any journalists interested in attending this launch event should RSVP to Saltwater Communications, email [louise.read@saltwatercoms.com](mailto:louise.read@saltwatercoms.com)

**-Ends-**

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Further details:

Lorraine Hammacott  
Marketing Manager (PR & Communications)  
T: +61 (0)8 9315 3511  
E: [lorraine@mobilarm.com](mailto:lorraine@mobilarm.com)  
[www.mobilarm.com](http://www.mobilarm.com)

Or

Clive Bartlett  
Saltwater Public Relations  
T: +44 (0)1202 669244  
E: [clive.bartlett@saltwatercoms.com](mailto:clive.bartlett@saltwatercoms.com)  
[www.saltwaterpr.com](http://www.saltwaterpr.com)

**Notes for editors:**

Based in Perth, Western Australia, Mobilarm is the world leader in electronic marine safety products that protect and save lives in man overboard emergencies for commercial and recreational mariners. Available online and through a global network of dealers and distributors, Mobilarm's award-winning products are specifically designed to improve the workplace safety environment for all mariners, by providing an instant alert to vessel and crew in the event of man overboard.

The company's Australian and International awards include the Australian Design Award and the winner of the Seatrade Safety at Sea Award, the first such award given to an Australian company.