

N e w s R e l e a s e

For immediate release

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The new E40i electric winch from Seldén Mast simplifies short-handed sailing

Seldén Mast Ltd has introduced a new electric winch, the E40i, to the UK. Ideal for single or short-handed sailing, this three-speed winch can be operated by the helm with two fingers, one to start the winch and one to switch speeds.

This labour-saving sailing must have is built around an electric motor which is totally integrated into the drum, leaving just three thin cables protruding.

With no external motor or gearbox, the E40i's innovative design, means the large cut-out in the deck or coach roof, usually associated with electric winch installation, is no longer required. E40i is ideal for operating halyards, furling lines and sheets led to the coach roof.

Launched last year in Sweden, the E40i has proved very popular with boat owners in the 35-45ft range, especially those who sail with limited or inexperienced crew. "It's convenient and easy for everyone onboard, such a simple way to hoist, furl and trim the sails," says Anders Lagerberg, Najad 400 owner, with E40i installed. "I'm experiencing much smoother sailing than ever before, especially when sailing by myself."

The self-contained nature of the E40i winch makes for simple self-installation and full instructions are provided. Alternatively, professional installation can easily be arranged through a Seldén dealer.

The E40i is available with a black anodized aluminium drum or a stainless-steel drum.

Recommended retail price for the new E40i electric winch, including the control pack is £2848.40 for the entry level aluminium drum.

A Power Supply System (PSU) converting 12V/24V to 42V is also required. The PSU retails separately at £592.80, but boats fitted with a Seldén electric Furlex may already have one installed.

The E40i winch is now available from all leading riggers, chandlers and boatyards including Seldén dealers. To find your nearest stockist please visit: https://www.seldenmast.com/en/services/find_your_retailer/by_country/country_GB.html

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Notes to editors

High res images are available online at <https://maa.agency/media-centre>

About Seldén Mast Ltd

- Seldén Mast Ltd is the UK subsidiary of the Seldén Group, with facilities for manufacturing carbon, dinghy and custom yacht spars.
- The company is the world leader in dinghy spars, with more races won with Seldén spars than any other brand.
- Working in partnership with large OEM dinghy builders, Seldén Mast Ltd designs and manufactures complete kits of parts for boats.
- Seldén Mast Ltd manufactures custom yacht spars for some of the world's most prestigious brands. The design department combined with the state-of-the-art fabrication facilities (for both carbon and aluminium masts) allows Seldén Mast Ltd to customise the standard yacht product to the higher levels of quality and functionality required by the world's most exclusive yacht builders.

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