**News Release**

**For immediate release**

**21 August** **2020**

**Seldén Mast offers boat owners exclusive discounts**

Seldén Mast is not making its annual pilgrimage to Southampton for the boat show this year but doesn’t want boat owners to miss out on the fantastic offers usually available at the show.

“Each year, sailors take advantage of our boat show offers to refit, refurb and upgrade their rigging and sail handling equipment over the winter months, ensuring they’re fully prepared for the start of the following sailing season,” says Steve Norbury, Managing Director at Seldén Masts Ltd.

“And this year will now be no different.”

In lieu of its Southampton Boat Show discounts, Seldén is offering exclusive promotions across selected product ranges throughout the whole of September.

Focusing on making sail handling easier, especially for short-handed sailors, Seldén is offering a free boom with any new furling mast purchased. The Gosport based company is also offering 20% off Furlex Electric head sail furlers and 10% off CX (Code Zero) and GX (asymmetric) top down furlers.

Boat owners in need of a new mast (conventional or carbon) can benefit from a 10% discount, as can sailors wanting to purchase a carbon pole kit.

“We’re sorry we’re not going to get the opportunity to chat to boat owners at the show but wanted to make sure we are still able to support them through our dealers with their boat preparations and sailing endeavours,” continues Steve.

All of Seldén’s September exclusive promotions will be available from its network of dealers across the UK and Ireland. To find your nearest dealer please visit:  <https://www.seldenmast.com/en/services/find_your_retailer/by_country/__country_GB.html>

**Ends**

**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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