

N e w s R e l e a s e
For immediate release
7 November 2022

Seldén Mast launches electric Code 0 furling system

Swedish mast and deck hardware manufacturer, Seldén Mast is expanding its range of electronically driven sail handling products with the launch of the CXe45.

Designed specifically for yachts in the 45-55ft range, Seldén's new CXe45 is a two-speed electric Code 0 furler controlled with the push of a button. The CXe45 can be integrated into a bow or bowsprit with a through-deck (TD) installation or, attached to a pad-eye, it can be used as an on-deck unit (OD).

"The furling Code 0 was originally developed for long distance racing but is now a given addition to a cruising sailor's headsail wardrobe," explains Mats-Uno Fredrikson, Seldén's Director of Marketing.

"Combine it with a furling jib and you have the ultimate set up from broad reaching to beating upwind, all without leaving the cockpit. Now, with the use of push button control instead of a furling line it becomes even easier and safer."

Like other electric products from Seldén, including the Furlex Electric and E40i electric winch, CXe45 runs on SEL-Bus and a Power Supply Unit (PSU) converting 12V or 24V to 42V. SEL-Bus is a can-bus system with software that combines intelligence and power on board to sense and adapt loads for maximum efficiency and safety.

CEO and owner of Hallberg-Rassy Varvs AB, Magnus Rassy has been testing the new electric Code 0 furler for two seasons. He comments: "The CXe45 is exceptionally easy to handle, partly because of the high speed when furling the sail. It takes effortless sail handling in light air to a whole new level."

The CXe45 will be making its world debut on Seldén's stand (01.775) at METSTRADE in Amsterdam next week (15-17 November), with deliveries planned to start in April 2023.

RRP is estimated at £5300 (excl. VAT). This price includes SEL-Bus and a Power Supply Unit.

To find out more about the Seldén and its product range visit: <https://www.seldenmast.com>

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.

Media enquiries via MAA: Susannah Hart – susannah@maa.agency, tel: 023 9252 2044