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VERATRON LAUNCHES US OFFICE FOR VDO MARINE SALES

Veratron AG, Swiss manufacturer of quality sensors, controls, and analog and digital displays marketed under the VDO Marine brand, has established a North American office. Operating as veratron US, Inc., it is led by Tony McLachlan who assumes the role of president and CEO.

The US entity is a next step in the market strategy of veratron, who, through management buyout in 2018, acquired Continental Automotive Switzerland AG. With it, veratron took over the well-established product line VDO Marine.

While the parent company name changed, the new owners retained key staff worldwide, as well as the existing facility in Switzerland, manufacturing technology and tooling, intellectual property, and OEM and aftermarket relationships. McLachlan comes to his veratron US role with extensive experience with the marine product line, having served as a Continental key account manager for 20 years.

"Veratron continues to provide the leading-edge technology for VDO Marine products, with the agility to quickly respond to customer insights and requests," said McLachlan. "By building on our strengths and implementing a comprehensive strategy for the US market, we will continue to transform our core business while driving cost efficiencies."

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