

FURUNO, Loved by Many – For Its Products and Its People

Real Feelings from the Brand Ambassador of FURUNO USA (FUSA)

Currently, 15 to 20 experts participate in the FUSA Brand Ambassador program, lending their knowledge and influence to FURUNO's product promotion. In this feature, we introduce Captain Jeff Gauthier. What makes his story special with FURUNO? Let's dive in and see.

Captain Jeff Gauthier

profile

Captain Jeff Gauthier is a seasoned angler and a guide based in South Florida and the Bahamas. Influenced by his fisherman father, he started fishing at the age of 8. With over 14 years of experience as a charter captain, his profound knowledge and skills assist anglers of all levels. In addition, he serves as a **CCO yacht broker** and an ambassador for **Orion Boatworks**. Furthermore, his unusual background in boat construction made him well-versed in all areas of the maritime industry, encompassing boat structure, maintenance, and marine equipment, beyond fishing.

Center Consoles Only(COO), a boating enthusiasts' community based in the United States, offers content creation services primarily focused on center console boats, which are distinguished by their centrally located helm. Yacht broker is a specialist in the buying and selling of yachts and boats.

Orion Boatworks is a Florida-based boat manufacturer specializing in the production of center-console, high-performance fishing boats.

Getting to know FURUNO

I've known about FURUNO since I was a child. As a fisherman, I incorporated NavNet TZtouch2 and other FURUNO equipment for enhanced catch efficiency in 2012. The result was impressive, and I've quickly fallen in love with FURUNO's technology and its people. They're like family to me now, but even before I became an ambassador, I had complete faith in FURUNO as a client; they'd always handled my questions and concerns with kindness and thoughtfulness.

All 3 of his boats are equipped with FURUNO products! He picks boats and devices based on the purpose and the kind of fish he looks to catch!



1 Self-designed Orion 29cc for deep drop fishing, primarily used for yellowfin tuna fishing
2 Spacious, comfortable boat for deep-water fishing 3 Shallow water fishing boat

Becoming a Brand Ambassador

It all started when I met Doug Hughes, a FUSA Field Service Technician, at a boat show in Florida around 2018. I once asked Doug for help when the radar failed to display birds; he arrived promptly and gave a detailed lecture on how to best operate the radar on board. We grew close after that, becoming like real fishing buddies. I could ask him anything at any

time, and he doesn't just tell you something; he shows you how it works in the moments that matter. And everybody at FURUNO I've met has the same spirit. Their generosity in sharing their expertise with clients and sincere support earned my real trust. So when I was invited to become a brand ambassador, I didn't hesitate for a second.



A gigantic mystic grouper caught at a depth of over 2,000 feet, using a new multifunction display and a fish finder with the latest multi-beam technology

Long-time FURUNO Fan

I have great respect for FURUNO engineers who dedicate their efforts to the research of marine equipment and the development of excellent products. As a FURUNO fan, my goal is to spread the word about how amazing FURUNO products are to everyone I can. At the same time, I'd love to continue to provide the honest opinions of actual users, as part of the **outside lab**, to my FURUNO family! I am available to assist with product testing and to provide my insights on areas for improvement whenever needed. As an ambassador and as a good friend, I would love to be of help to FURUNO and its future innovations.

Product development engineers are referred to as the **inside lab**, while the **outside lab** offers feedback on product testing from the user's perspective.



1 Captain Jeff's wife, Natalie (left), also kindly serves as an ambassador of FUSA. They always volunteer to help out at boat shows. 2 Captain Jeff and Eisuke Sekine (left), Leisure Marine Product Planning Manager at FUSA, during a display and operation testing. Captain Jeff's expertise in marine electronics significantly contributes to FURUNO's software testing and product development.