

PRESS RELEASE 10TH SEPTEMBER
CANNES YACHTING FESTIVAL 2019



LOCATION: STAND PAN 219, VIEUX PORT

SHOW NEWS

THE DAWN OF A REVOLUTION!

THE MARKET LEADER REBORN – AXOPAR 37

AXOPAR

SHOW NEWS

AXOPAR REVOLUTIONIZED THE OUTBOARD-ENGINE DAY-BOAT MARKET SINCE DAY ONE!

It's been less than four years since the ground-breaking, incomparable Axopar 37 revolutionized the market for outboard-engine day-boats, sports-weekenders and cabin boats, by turning it completely on its head.

With over **2000 Axopars produced to date**, its unique concept has rapidly made Axopar one of the most globally recognized boat brands in the world in its field.

By being fast and flexible to the demands of the boat-buying public, we've wasted no time in launching an astounding new successor to this greatly admired, multiple award-winning concept.

Customer Experience – Our driving force

In developing the new Axopar 37 we have spent the last four years interacting and listening closely to understand our customers' needs, following their suggestions, talking to them, and gathering information about everything they would like to see improved on a new upcoming Axopar 37.

By featuring a host of previously unseen innovations and unique technical 'firsts', as well as improved creature comforts and a whole new space experience, the latest incarnation is a breath-taking, progressive and strongly customer-focused product.

A boat that we wholeheartedly believe will revolutionize the market all over again.

The boat that dares to be different

With a concept brief driven by the need to meet uncompromised quality at the right price, our R&D team were not content with merely face-lifting an existing model, preferring instead to follow a much more complex road to rein-

vent the Axopar 37 again. Without increasing its hull size or weight, we set forth to further revolutionize the range with an array of features and benefits that have never been seen on a boat within this category.

No easy way out – investing heavily in R&D and 'inno-visions'

We strive to continuously improve our products, reinvesting into the development of each new generation that we develop. This has demanded painstaking efforts and countless engineering hours in the R&D and engineering stage, determined as we were not to take the easy way out simply by adding one or two feet in length to accommodate all the new features onboard.

We have never been afraid to break with convention and innovate. The new boat therefore has a better ride, better comfort, better driving dynamics, and a stiffer construction than ever before, alongside all the new industry firsts and creature comforts onboard. We have basically enhanced **everything that owners can see, touch and feel** on their boats.

A new driving experience

By pushing existing boundaries, the most challenging and painstaking part of the R&D work has been to take the knowledge gained from our previous Axopar models' hydro-dynamics to develop an entirely new hull, superior to its predecessor in terms of performance and handling, being stable and secure, but at the same time responsive and sporty in its character.

All of this, even when its predecessor is considered to be one of the best performing hulls on the market.

Meeting a new trend on the water

The most valuable asset our customers have, is time.

Modern boat owners enjoy busy lives, free time being their most treasured commodity, and how they choose to invest that time is one of the most important decisions they will ever make. We are proud that so many choose our products to maximize the value they gain during that precious free time.

There is a new trend arising – boaters want to maximize their experiences on the water during their free time and there is a new demand to include other activities whilst spending time on the water. Axopar owners love to bring along with them a myriad of sports & lifestyle-orientated equipment, enjoying sports like fishing, water-skiing, windsurfing, paddle-boarding, kayaking, snorkelling, scuba-diving, hiking and mountain biking, just to mention a few.

We have responded to this need by implementing new features such as a multi-storage compartment including a sundeck in the Open and Sun-Top versions, for holding large water sports equipment. The Sun-Top and Cabin versions both benefit from a new roof-rack for transporting gear around.

Made for true Adventure!

No matter whether you choose the S, ST or XC version, the Axopar 37 range will safely take an entire family out for long-range adventures in supreme comfort, with capacity for overnight sleeping and great social spaces for quick picnics or relaxed sunsets. Generous fuel capacity and an intuitive driving feel ensures that even customers who are new to boating will be confident when driving the Axopar

37 in familiar or previously unexplored territories. Thanks to the safe and dry hull, you and your family will feel protected while exploring new locations, and then taking you safely to your home port every time in any weather conditions.

The striking all weather performer – Axopar 37 XC Cross Cabin

We especially want to emphasize the global success and usage of the Axopar 37 Cabin, whether it be in the harsh, cold seas of Svalbard or in the sunny Caribbean. By utilizing our smart, unique concept of sharing the same platform between models we **deliver more than 50% of the Axopar 37's around the world as Cabin versions**.

We saw the need for a fast and fully protected commuter with high comfort levels that can take you further on your journey, whatever the weather. We consider the Axopar 37 Cabin to be the "Grand Turismo" of the seas, that opens a world of possibilities for extended voyages, even in unpredictable weather.

The success of the 37 Cabin is due to its utilization of every foot onboard for socializing and practical living, whether indoors or outdoors, whilst driving or spending time at anchor. This, combined with its ability to safely take passengers from A to B in any conditions, also makes it **the perfect charter and tender boat**, as shown by its existing and future presence in the superyacht world.

WHAT MAKES THE REBORN AXOPAR 37 STAND OUT?

- ✓ **Gullwing doors*** – an innovation completely new to boating. By creating an entirely new space experience, we have completely redefined how a front cabin can be best utilized. Customer feedback indicated that the front cabin on models currently on the market, felt too ‘secluded’ and closed off. We responded with a new innovative Gullwing door solution, that not only looks great, but completely opens up this space by introducing a more sociable feeling, making the front cabin work as an extension of the outdoors. This gives our customers the possibility to fully interact with, and appreciate, their outside surroundings like never before.
- ✓ **Vastly improved hull and hydro-dynamics** – We have invested heavily in the development of our already excellent hull for an even further improved, softer, more comfortable and compliant ride. This rewards everyone onboard with an enhanced, thrilling and sporty driving experience, now even stronger and stiffer, for a firmer ride with fine-tuned directional stability and fantastic grip during cornering.
- ✓ **Instantly recognizable, more streamlined appearance** – Every shape is trimmed and streamlined for an enhanced appearance, still faithful to Axopar’s DNA and unique design concept and thus remaining instantly recognizable, without ever compromising on comfort onboard. As before – an aesthetic yet functional design ensures that form and function go hand in hand.
- ✓ **More driver-focused** – redefined ergonomics contribute to a supremely practical and functional layout, with a raised floor for improved forward visibility, while still being able to maneuver the boat in a standing position. Even alone, the practical layout and driver-focused features ensure the skipper will always remain confident and in control when handling the boat single-handed.
- ✓ **Hugely improved forward accommodation** – we have significantly enlarged the front cabin, making it more spacious and accommodating than before.
- ✓ **Enclosed toilet and shower solution*** – Due to popular demand we have introduced an optional toilet and shower compartment that provides privacy and a new level of comfort and convenience.
- ✓ **Multifunctional foredeck layout** – The enlarged foredeck boasts a sociable seating area that transforms into a sun bed for those lovely warm days in the sun.
- ✓ **Elevated onboard experience** – better utilization and more versatile social spaces onboard, safer passageways and reduced thresholds for optimized freedom of movement all around the boat. Staying true to the same key layout as before, but with a totally different feeling while onboard.
- ✓ **Revolutionizing the user-experience*** – we want to bring the driving experience even closer to the ease and simplicity of driving a car, thus we have developed new intuitive solutions together with key partners like Simrad. To mention just one of these innovations, we are proud to introduce another industry first, the Axopar helm; a full Information Helm with flat-screen, full glass bridge infotainment/chart-plotter solution, which is further innovated and offers interactive functions that have never been seen on a boat before. Customers will be able to further enhance their boating experience with a soon to be launched, bespoke Axopar Smart App, developed together with Simrad.
- ✓ **The ultra-cool Revolution camouflage wrap*** – if you like what Axopar has done to the launch boat, you can order yours in the same wrap as an option, if you really want to stand out of the crowd.

*sold as optional equipment



One-boat, One-world

Developing boats that appeal to customers from different parts of the world is important and at the same time challenging for us and our 'One-boat, One-world' philosophy. Our boats need to suit all market needs, climates and different uses all around the world, which is possible due to our modular deck configurations and vast array of options. We strive to make the best 'compromise' in pursuit of the perfect boat.

Passion for Boats, Passion for Business

Ours is a company run with **the spirit and passion of boating enthusiasts**, and the owners of Axopar are strongly rooted in the day-to-day operations. We live and breathe our own products, sharing the same experiences as our customers. It is this passion that drives us to continually improve our products for our customers.

Inside Axopar we're an international mix of knowledgeable, motivated, friendly and open-minded marine industry professionals from a variety of backgrounds, with a shared passion for what we do. Many of us have grown up around boats from our earliest childhoods.

Why have we developed a new 37?

Co-founding partner, Jan-Erik Viitala, said:

"Our motivation is to ensure that we stay permanently ahead of the game, developing the best products for our customers. We have listened to our customers, and we're excited to build this new product upon a joint passion shared with our Axopar owners. We wish to wholeheartedly thank our customers, each of whom are living their own #axoparmoments, for making this journey together possible."

"The success of our products and company is attributable to the world-class team that we have assembled. We work on a long-term basis with all of our key partners, retaining competence in the same team so that we can evolve constantly. We work as a tight knit unit through good times and bad, learning through each process to become stronger and wiser."

"We look forward to launch even more revolutionary new Axopar models in the years to come!"



MORE TO COME...

During Tuesday's press conference we will give you details of a special event that we have in store exclusively for you on Wednesday starting at 16:00.

AXOPAR 37 RANGE MY2020 TECHNICAL SPECIFICATION

Boat models: Axopar 37 S, 37 ST, 37 XC
Engine options: 2 x 300-350hp

Starting price VAT 0%:

Axopar 37 S 88 500,00 €
Axopar 37 ST 91 500,00 €
Axopar 37 XC 94 500,00 €

Preliminary starting prices – final prices to be released later in 2019.

MAIN SPECIFICATIONS - AXOPAR 37 ST

Length	11,5 m / 37ft 9in
Beam	3,35m / 9ft 8in
Draft	0,85 m / 2ft 8in
Weight	3590 kg / 4277 lbs
Fuel Capacity	730 litres / 160 gal
Construction	GRP
Classification	B-offshore
Max. speed	35-45kn
Outboard engines	2x 300 - 2x 350hp
Berth	2 persons - [+2]*

*With optional Aft Cabin



For further information contact:

Jan-Erik Viitala, Co-Founding Partner
Axopar Boats / BRABUS Marine Tel: +358 400 668765
janne.viitala@axopar.fi

Henna Forsström, Brand & Commercial Product Manager
Axopar Boats / BRABUS Marine Tel: +358 400 356 564
henna.forsstrom@axopar.fi

For Axopar and BRABUS Marine Press Enquires:

Broad Reach Communications Ltd

Adam Fiander Tel: +44 7703 598 903
adam@broadreachcomms.co.uk

Mike Wills +44 7884 075 439
mike@broadreachcomms.co.uk

