

Axopar and Agapi Boat Club set sail on global expansion of their Adventure Boat Club

Cannes, 13 September 2023

With one membership you will be able to go boating at any Axopar x Agapi Boat Club location anywhere in the world in the future.

Axopar Boats and Agapi are today launching a new premium membership program, the [Axopar x Agapi Boat Club](#), offering a membership concept for boating worldwide. This partnership combines the experience of an established boat club with Axopar's global presence, comprising over 110 dealer locations. Together, they aim to create a global network of boat clubs, giving customers the choice between owning a boat, a club membership or a combination of both.

The first three club locations in Europe revealed

Perfectly timed for the Cannes Yachting Festival 2023, Axopar x Agapi Boat Club is happy to unveil their first locations on the French and Spanish Riviera. These three clubs are located in Empuria Brava and Menorca Spain, and St Tropez, France, with more global locations to be announced in the coming months.

Jan-Erik Viitala, Founding Partner at Axopar Boats, expressed his enthusiasm, stating: "With our membership club, we're pioneering a hassle-free, global adventure boating experience, and we're thrilled to welcome more Axoparians on the water. Our investment in Agapi - a seasoned player in the circular economy and sharing concept - comes after seven years of their expertise. Agapi Boat Club, with its shared vision and proven progress in building a boating community, is the perfect partner for this journey. We're here to elevate the development, offering premium boats that ignite the adventurous spirit of our members within their chosen fleet. We will offer memberships that give customers access to our boat models ranging from 22 – 45 feet depending upon the chosen membership category."

Peder Asplund, Founding Partner and CEO of Agapi Boat Club, also shared his excitement, saying, "We are proud to announce the next phase of our journey. Our objective has always been to spread the joy of boating to as many people as possible. By establishing a global network of boat clubs with Axopar and their dealers, we are not only making boating more accessible for more people but also creating a platform for a new kind of lifestyle where you can choose the boat and destination of your choice all year around."

Being a member in Axopar x Agapi Boat Club is similar to being a member in a premium golf club with clear club rules and a strong community culture based on the core values respect and responsibility. The flexible booking principle, access to a variety of premium boats in different sizes, and access to a global network of

attractive destination are some examples of the unique full service concept. A mandatory and comprehensive onboarding process assures that the club can secure boats in premium condition and superior availability resulting in an extraordinary member satisfaction.

A membership is a good alternative for those searching for care free boating without the cost and all the work and attention boat ownership requires. The clubs handle everything for their members, keeping the boats ready to go and providing full concierge services upon request.

As a member you will have access to any of our current and future locations worldwide and you will not be restrained to your membership home port. For example, with a membership in Stockholm, you can also travel and enjoy boating in Ibiza or any of our other exotic locations.

Becoming a member is easy. Simply select the membership that aligns with your boating experience, needs, and preferences of our 22 to 45 foot range. We offer a personalised experience guiding you through the entire process. You will have the possibility to upgrade to a bigger boat category at any time as your experience level grows.

In an era of increasing interest towards electrified boats, the Axopar x Agapi boat club will also place the first Axopar electric boats into the club. This will attract both new people out on the water as well as existing member wishing to try out electric boating, which will give us important input for further product development.

Unlock a world of global adventure boating with Axopar x Agapi Boat Club (AxA)

1. **Do I need to be experienced to join the AxA boat club?** You don't need to be an experienced boater to join our club even though most members are. We ensure that every member get professional and personalised onboarding and even boat specific training sessions, ensuring confidence and safety for all members.
2. **What is the cost of an AxA boat club membership?** A membership ranges from about 4,000 to 35,000 EUR annually, depending on your chosen category or range of boats. The membership runs for 12 month and automatically renews and you can choose between yearly or monthly payments.
3. **What boats are available?** AxA boat clubs feature, depending on location, a diverse range of Axopars. Additionally, AxA members will also gain access to the Agapi Boat Club locations and their range of boats, where they offer a wide selection of other brands like Candela, Anytec and X Shore, among others.
4. **How do I book a boat:** Booking your next boating adventure is easy through the user-friendly app that include all the information you need. The club offers

flexible booking options allowing reservations ranging from one hour up to one week.

5. **I'm already an Axopar owner, can I also join AxA boat club?** Yes, you can join either with a complimentary membership or, potentially by adding your existing boat to the club.
6. **Do you have more questions?:** If you have more enquiries, please don't hesitate to reach out to us at axopar@agapiboatclub.com. You can also read more about the club at www.axopar-agapiboatclub.com

A vast network of Axopar x Agapi Boat Clubs will be continuously expanded to key boating destinations around the world, and we have strong ambitions to grow this network into more than 200 centers by 2030, combining Axopar dealerships and Agapi Boat Club expansion together.

Stay tuned for more information and developments during fall and BOOT24 in Düsseldorf, January 2024.

[Link to pictures for downloading](#)

Media contact for more information on this release:

Ms Marit Holmlund-Sund
Head of Brand & Marketing
Axopar Boats Oy
Mobile: +358 (0)40 538 3519
Email: marit.holmlund-sund@axopar.com

Ms Simone Porseryd
Head of Marketing
Agapi Boat Club
Mobile: +46 (0)73 70 80 795
Email: simone.porseryd@agapiboating.com

Adam Fiander or Mike Wills
Broad Reach Communications Ltd
adam@broadreachcomms.co.uk / +44 (0)7703 598903
mike@broadreachcomms.co.uk / +44 (0)7884 075439

About Axopar

Axopar, the adventure company, is one of the fastest-growing boat brands in the world. The success derives from the "one boat, one world" concept. It stands for boats that are multi-functional and accessible for the many, anywhere around the world. As a forerunner committed to continuous innovation, the company listens to its global community of Axoparians and shares the same respect and passion for nature. Axopar's mission is to open new perspectives by bringing people out on the water and creating boats that make waves in the boating industry.

www.axopar.com

About Agapi Boat Club

Agapi Boat Club is a part of Agapi Boating AB, a privately owned company founded in 2006 by Peder Asplund and Alejandra Levinas Asplund, with its Headquarter in Stockholm. Since its early days, Agapi's vision has been to create a new type of boating life focusing on freedom, simplicity and sustainability. The membership boating offer became the main focus of the company in 2016 and is now a club concept that offers a dream boating life with access to a best-in-class fleet accessible in the most attractive harbours. Agapi Boat Club is currently established in six countries with its biggest operation based in Stockholm and Palma de Mallorca.

www.agapiboatclub.com