

PRESS RELEASE

## Saxdor Yachts Expands Southeastern Europe Presence with Thrace Labea Entering Bulgaria, Romania and Albania

Helsinki, Finland – May 26th 2025 – Saxdor Yachts is proud to announce the expansion of its long-standing partnership with **Thrace Labea**, the brand’s **official dealer in Greece**, to include representation in **Bulgaria, Romania and Albania**. This marks a new chapter in the development of Saxdor —the fastest-growing European boatbuilder — across Southeastern Europe, where demand for the brand’s innovative, performance-driven boats continues to rise.

Thrace Labea, already a trusted name in Greece and one of Saxdor’s very first dealers, has proven to be a dynamic and dedicated partner in growing the brand. Over time, the partnership has led to the development of a highly effective business model that is easily scalable and adaptable to new markets. Building on this success, Thrace Labea has now **established local teams in both Bulgaria and Romania** to ensure high-level service, localized expertise, and a seamless customer experience across all three markets.

Thrace Labea also recently extended its presence into **Albania** reflecting its forward-looking approach and alignment with Saxdor’s growth strategy. With strong investment positioning the country as an emerging Mediterranean destination, a local partner is already in place to support present and future demand with full sales and after-sales service.

*“The expansion of Thrace Labea’s responsibilities into Bulgaria, Romania and Albania reflects both exceptional performance and the growing confidence in Saxdor across the region,”* said **Jon Hautamäki, Sales Director at Saxdor Yachts**. *“We value our collaboration with Thrace Labea and see them as a key strategic partner in strengthening Saxdor’s presence and customer reach throughout Southeastern Europe.”*

This move aligns with Saxdor’s broader commitment to international growth, ensuring that the brand is well represented in important emerging markets. The combination of **innovative product design**, **high-performance hulls**, and **versatile usability** has made Saxdor increasingly popular with a wide range of boating enthusiasts in the Mediterranean and beyond.

**Nikos Zarifis, Managing Director at Thrace Labea** commented: *“We’re excited to take this next step with Saxdor. Southeast Europe offers strong potential for growth, and we are committed to delivering the same level of service and passion for the brand that we have brought to the Greek market. Our local teams are already in place and ready to support clients with both sales and after-sales care.”*

Through this expansion, Thrace Labea reinforces its role as a regional hub for Saxdor and confirms the brand’s **strategic investment in Southeast Europe**, where interest in high-quality, design-forward, and efficient boats is rapidly increasing.

### About Saxdor Yachts

Founded in 2019 by visionary designer Sakari Mattila, Saxdor Yachts has rapidly become Europe’s fastest-growing boat brand. Renowned for its exceptional design, craftsmanship, and performance, Saxdor offers a versatile fleet ranging from 20 to 40-foot models, with exciting larger models on the horizon. Since delivering its first boat in

2020, the company has produced over 2,000 units, with a yearly volume of around 600 boats and a workforce of 600 people. The dealer network spans five continents and 150 locations.

Headquartered in Helsinki, Finland, and operating a shipyard in Elk, Poland, Saxdor recently expanded production to a new 4,000 m<sup>2</sup> facility in Larsmo, Finland, a region with a rich boatbuilding heritage. The company also invests in industry talent through the Saxdor Academy, providing specialized training and education to strengthen the shipbuilding workforce.

For more information, visit [www.saxdor.com](http://www.saxdor.com)

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