

Axopar Boats Strategically Expands Its Dealership Network in the US Together with OneWater Marine

Axopar Boats Ltd., the market leader and originator of Adventure motorboats, is strategically expanding its presence in the US together with OneWater Marine Inc, one of the biggest marine retailers in the United States. This partnership significantly strengthens Axopar’s foothold in the U.S. and expands its dealer network with 8 new dealership locations across Florida and Alabama.

The United States is a key market for Axopar, accounting for 40% of its turnover. Partnering with OneWater Marine—a rapidly expanding marine retailer with 98 locations across 19 states—will accelerate Axopar’s growth, providing customers with greater access to its highly innovative, modular-layout, performance boats.

A Perfect Match: Expanding Market Reach & Offering

This partnership with OneWater Marine marks a significant milestone for Axopar, as it aligns with the company's strategy to expand its market reach into untapped areas and enhance customer experiences across the United States. The collaboration strengthens brand visibility, while customers benefit from broader access, premium support, and localized service.

OneWater’s presence will grow Axopar’s offering in parts of Western and Northern Florida, the Florida Keys, —areas where performance boating and active lifestyles thrive. By leveraging OneWater’s retail infrastructure, established customer base, and expert sales and service teams, Axopar is well-positioned to expand its influence in the U.S. market.

“As part of our growth strategy, Axopar is expanding its distribution network into previously underserved regions, offering more opportunities for test drives and sea trials, giving customers easier and faster access to experience our boats first-hand. More service centers across the country means easier access for general service and warranty related work. Combined with Axopar’s strong resale value and a robust after-sales market, this reinforces long-term customer confidence and satisfaction,” states Ari-Pekka Saarikangas, CEO of Axopar Boats.

Axopar, a multi-award-winning brand and the recognized originator of adventure boating, brings its Nordic design, fuel-efficient hulls, and versatile, adventure-driven boats to a broader audience. Meanwhile, OneWater strengthens its product portfolio with a dynamic, performance and lifestyle-oriented brand that complements their offering. Known for their strong presence in the luxury and recreational boating segments, OneWater now gains the exclusive adventure boat brand that appeals to active, thrill-seeking boaters.

Meeting the Demand for Adventure & Versatility

The recreational boating industry is evolving, with increasing demand for multi-purpose boats that combine speed, comfort, and efficiency. Axopar’s fleet—ranging from premium day boats to cruisers and cabin models—is designed for adventure and exploration. By integrating Axopar into its offerings, OneWater can tap into a growing segment of boaters.

In addition, Axopar's modular approach to boat building allows customers to configure vessels to their specific needs, aligning with OneWater's commitment to personalized service and premium customer experiences. With OneWater's financing options, trade-in programs, and dedicated after-sales support, new Axopar customers will benefit from a streamlined, high-quality ownership journey.

Deep Roots, Strong Future

Axopar has been in the U.S. market for over a decade and has built a network of dedicated dealers who are deeply committed to the Axopar Adventure lifestyle. This devoted work by our dealers has built a strong foundation, which has resulted in multiple CSI awards for excellent customer satisfaction. Additionally, Axopar's consistent presence and engagement in the market have significantly boosted brand recognition, making it a well-known name among boating enthusiasts.

"Axopar remains fully committed to its existing dealer network. Our partners have played a crucial role in our U.S. journey, and we are proud of their work and excited to grow even further. This expansion strengthens our U.S. footprint without compromising the relationships that built it," adds Saarikangas.

Scaling with Purpose

"We are thrilled to partner with Axopar Boats. Their commitment to innovation, sustainability, and performance aligns perfectly with our mission to deliver the best boating experience. This collaboration expands our premium product offerings and allows us to meet the diverse needs of our customers," said Bryan Braley, President of OneWater Yacht Group.

About Axopar: Axopar is a Finland-based boat manufacturer and one of the fastest-growing boat brands in the world. Known as "the Adventure Company," it will take you on any adventure, big or small. The company creates multi-functional, accessible, and innovative boats for a global audience. The fleet, ranging from 22 to 45 feet, includes two all-electric AX/E models and is marketed through a strong dealer network in more than 50 countries, with North America as the largest market. Designed in Finland and manufactured in Poland, Axopar has sold 7,000 boats since its founding in 2014. The Group's turnover is over 190 million euros, and it employs roughly 1200 people. For more information, visit www.axopar.com

LOCATIONS

- Caribee Boats, Islamorada, FL
- Tom George Yacht Group, Clearwater, FL
- Walker's Marine in Cape Coral, FL
- Walker's Marine, Naples, FL
- Legendary Marine in Gulf Shores, AL
- Legendary Marine in Pensacola, FL
- Legendary Marine, Destin, FL
- Legendary Marine in Panama City, FL

All Axopar releases are available at <https://www.axopar.com/pressroom>

For press inquiries or to schedule interviews with Axopar, please contact:

Anu Vauhkonen

Head of Brand & Marketing

Axopar Boats Oy

Mobile: + 358 40 7652484

Email: anu.vauhkonen@axopar.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

For press inquiries with OneWater Marine, please contact:

Robert Long

VP of Marketing

OneWater Marine

Email: marketing@onewatermarine.com