



Freedom Boat Club Expands to Christchurch and Launches 'Freedom Local' Membership Enhancing Accessibility



Hi-res imagery available upon request

CHRISTCHURCH, New Zealand – September 3, 2025 – [Freedom Boat Club](#), the world's largest boat club, is proud to announce its continued growth in New Zealand with the opening of a new location at Te Ana Marina in Lyttelton, Christchurch. This expansion is complemented by the launch of Freedom Local, a new membership tier

designed to provide affordable, easy access to boating for Kiwis eager to explore the country's iconic coastlines and lakes.

As Canterbury's only walk-on floating marina, Te Ana Marina offers secure, modern facilities and immediate access to the calm, scenic waters of Lyttelton Harbour. Whether fishing, exploring hidden bays, or cruising with views of the Banks Peninsula, members will enjoy an exceptional boating experience without the commitment of boat ownership. The fleet at the new location will feature a variety of premium vessels including the Sea Ray Sun Sport 230, Rayglass Legend 2350, and for the Freedom Local members, the Stabicraft 1850, and the Rae Line 186.

"We're incredibly excited to bring Freedom Boat Club to Christchurch and to call Te Ana Marina our newest home," said Scott Williamson, Owner, Freedom Boat Club New Zealand. "Lyttelton Harbour offers some of the best boating in the country and this location enables us to expand accessibility and deliver a world-class on-water experience to new and seasoned boaters alike."

To further enhance accessibility, Freedom Boat Club New Zealand has introduced its Freedom Local membership plan, tailored for local boaters looking for weekday access at a lower-cost entry point into the boating lifestyle.

"Freedom Local is our most accessible membership yet, designed specifically for Kiwi boaters who want great value and a simple way to enjoy the water," Williamson added. "It opens the door to a lifestyle that many thought was out of reach. No maintenance, no storage, no launching – just book, board, and boat."

The new location is now open for membership, and Freedom Local sign-ups are available. To learn more or schedule a tour, visit explore.freedomboatclub.co.nz or email NewZealand@freedomboatclub.com.

About Freedom Boat Club

Founded in 1989, Freedom Boat Club, a business of Brunswick Corporation (NYSE: BC), is the world's largest boat club, offering a hassle-free boating experience at more than 400 locations across 35 U.S. states, Canada, Spain, France, the United Kingdom, Denmark, Australia, New Zealand and the United Arab Emirates. Members enjoy unlimited access to a wide variety of well-maintained boats and the benefit of premium dockside service. With an innovative membership model, Freedom Boat Club provides boaters of all levels the freedom to explore the water, experience adventure, and enjoy the boating lifestyle. For more information, visit explore.freedomboatclub.co.nz or learn more about franchise opportunities at www.FreedomBoatClubFranchise.com.