



FOR IMMEDIATE RELEASE:

5 September 2025

ZeroJet and Pochon Announce Strategic Partnership to Electrify French Waters

AUCKLAND, NEW ZEALAND and LA ROCHELLE, FRANCE – ZeroJet, the pioneering New Zealand-based company behind the world's most compact and powerful electric jet propulsion system, today announced a new sales and service partnership with Pochon, a leading French distributor of marine equipment. This strategic collaboration will see Pochon become the official sales and technical support partner for ZeroJet in France, providing French and visiting boaters with expert local support and service.

The partnership marks a significant step forward in ZeroJet's mission to accelerate the adoption of electric boating worldwide. By partnering with Pochon, a trusted name in the French marine industry for over 50 years, ZeroJet is ensuring that its customers in one of Europe's largest boating markets receive the highest level of in-market support.

"France has a vibrant and passionate boating culture, and a growing demand for sustainable, high-performance solutions," said James Morton, CEO of ZeroJet. "Pochon's deep expertise and extensive network make them the ideal partner to introduce the ZeroJet system to the French market. This partnership is a win-win: it provides our customers with a reliable, local point of contact for sales and technical assistance, while offering Pochon's customers access to our revolutionary propulsion technology."

ZeroJet's innovative electric jet system offers a unique combination of power, efficiency, and safety, making it the perfect choice for a wide range of vessels, from tenders and small runabouts to sailing dinghies and workboats. The system's compact design and lack of a propeller make it exceptionally safe for swimmers and wildlife, while its zero-emission operation ensures a quiet and clean boating experience.

"We are incredibly excited to partner with ZeroJet and bring their cutting-edge electric jet propulsion system to our customers," said Julien Pochon, Directeur Général of Pochon. "The ZeroJet system is a game-changer for the marine industry, and it aligns perfectly with our commitment to providing innovative and environmentally responsible solutions. We believe this partnership will not only meet the growing demand for electric propulsion in France but also help to shape the future of boating in a more sustainable direction."

Pochon will be responsible for sales, installation support, and technical servicing for the full range of ZeroJet products across France. The partnership will enable French boat builders, dealers, and private boat owners to experience firsthand the benefits of ZeroJet's powerful and quiet electric jet propulsion systems for tenders.

For more information about ZeroJet, visit www.zerojet.com/

For more information about Pochon, visit www.pochon-sa.com/

-30-

About ZeroJet: ZeroJet is a New Zealand-based company specializing in the design and manufacture of high-performance electric jet propulsion systems. Their innovative technology provides a powerful, compact, and safe alternative to traditional outboard motors, offering a zero-emission solution for a wide range of marine vessels.

About Pochon: Pochon is a well-respected French distributor of marine equipment with over 50 years of experience. With a comprehensive network and a commitment to quality and innovation, Pochon supplies a wide range of products to boat builders, marine professionals, and private boat owners throughout France.

Images:

- [Michael Baziere, Key Account Manager at Pochon, onboard a ZeroJet powered OCT](#)
- [ZeroJet Tiller Steer System installed in an OC Tender](#)
- [ZeroJet Powered OC Tender](#)

For additional hi-res images, as well as additional editorial requests, please contact:

Nona Pedersen
Joint CEO & Director of Marketing, YESSSS
AUS Phone Number: +61413400340
NZ Phone Number: +64278862218
nona@yessss.com