



RAD eyes growth in North America with the introduction of RAD US

RAD Propulsion, the UK-based innovator in next-generation electric marine propulsion systems, today announced its expansion into the USA with the opening of an office in Charleston, South Carolina. This strategic move marks the next stage in RAD's business plan, reflecting growing demand for sustainable, high-performance marine technology across North America.

The expansion builds on RAD's successful partnerships, including its ongoing collaboration with Zodiac of North America, a leading manufacturer of inflatable and rigid-hull inflatable boats.

"Establishing a base in Charleston is an important milestone for RAD," said Simon Payne, sales director at RAD Propulsion. "It not only strengthens our ability to support customers across North America but also symbolises the growth of RAD as we build a dedicated team in the US to accelerate adoption of our technology."

RAD Propulsion has built a reputation as a pioneer of electric marine products that deliver exceptional performance without compromising on quality or user experience. The company's drives and robotic control systems are specifically engineered to handle the extreme conditions of different marine environments while reducing carbon emissions and noise pollution.

Justin Antolini, commercial sales director of Zodiac of North America, added: "Working with RAD Propulsion has been a fantastic experience. Their cutting-edge electric propulsion systems are a perfect fit for Zodiac Milpro's mission to innovate and deliver sustainable solutions to our customers from sectors such as expedition cruise and defence. We're excited to continue building this partnership as they expand into the North American market."

RAD Propulsion's fast developing US client base also includes Volare boats, based in Charleston.

As part of its US launch, RAD Propulsion will be exhibiting at IBEX 2025 (International BoatBuilders' Exhibition & Conference) this October in Tampa, Florida. Harry Beadle, head of embedded systems at RAD, will be attending the show and is available for media interviews to discuss RAD's technology and growth plans.

To book in for a media interview with RAD at IBEX, please contact ollie@themtmagency.com.

To find out more about RAD Propulsion, visit <https://radpropulsion.com/>

ENDS

RAD Propulsion Inc
2 Office Park Court, Suite 103, Columbia, SC 29223
Telephone: 1-800-676-7603

For more information or imagery please contact Ollie Manser at The MTM Agency via ollie@thetmtagency.com or call +44 (0) 7467 899 618.

Notes to editors:

Photograph: Simon Payne, sales director at RAD Propulsion
More images can be found here: <https://brandfolder.com/s/hnhgjf6j57c925bb2bshbqc>

About RAD Propulsion

RAD Propulsion is an innovative and sustainable marine technology company. It was established by a team of engineers and tech entrepreneurs, aiming to cut carbon emissions in the maritime industry by making top-quality products that are quieter, smarter, easier to use, and that people are proud to own. Its first product to market is the RAD 40 electric drive – lightweight with intuitive operating features, it provides a clean, safe and reliable propulsion system option for boat builders and owners.