

## PRESS RELEASE

### Saxdor accelerates growth to support entry into premium yacht category

*Helsinki, Finland – 10<sup>th</sup> November 2025* – The Finnish shipyard Saxdor Yachts, the fastest-growing brand in the global boating industry, is **ramping up production** ahead of the world premiere of its new flagship model, the **Saxdor 460 GTC**, by expanding its manufacturing capacity with a **new facility in Larsmo, Finland**.

Set to debut in January 2026, the Saxdor 460 GTC marks a defining milestone in the brand's evolution as it enters the 45–50ft yacht category for the first time. With its upcoming launch, Saxdor reinforces its position as a global pioneer in the boating industry, evolving its signature strengths in design and manufacturing into a more advanced concept suitable for the larger category of yachts.

The Saxdor 460 GTC is the flagship of the new 46-foot range and the largest Saxdor to date, representing the next evolution of the brand's design language. Bringing together all the elements that define Saxdor – bold design, intelligent use of space, and high performance – the 460 GTC enhances them with greater comfort, generous living areas, and an onboard experience shaped by innovation and precision. Its enclosed, all-season wheelhouse opens seamlessly to the surroundings, creating a natural flow from the bow lounge to the aft deck, while refined proportions and a sleek profile give the yacht a magnetic presence.

“The Saxdor 460 GTC marks a new chapter for our brand,” said **Erna Rusi, CEO of Saxdor Yachts**. “Our continuous growth and strong demand confirm that Saxdor has earned its place in the market, and that interest in our boats now extends to new customer segments, including those now looking toward the larger end of our range.”

To meet strong global demand and support this next stage of growth, Saxdor opened a new manufacturing site in Larsmo, Finland, in October 2025. The expansion increases the company's production capacity and will focus on building Saxdor's largest and most advanced models, including the flagship 460 GTC. This strategic move positions Saxdor to sustain its remarkable trajectory, with projected annual growth of 70% in 2025.

#### About Saxdor Yachts

Founded in 2019, Saxdor Yachts is Europe's fastest-growing boat brand, redefining what it means to own and enjoy a boat. 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.

Saxdor has built a reputation for making boating more enjoyable to own, pioneering smarter, more intuitive boating experiences through advanced technology and AI. Key innovations include Saxdor AI, the industry's first AI-powered co-skipper, and the Digital Showroom, an immersive platform that allows customers to explore and configure boats in a realistic virtual environment.

Since delivering its first boat in 2020, Saxdor has produced 9 models with an annual volume of around 700 boats and a growing workforce of 800 professionals. 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 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)

Media Contact:

Camilla Melinossa

Sculati & Partners

T. +39 3493399554

E. [camilla.melinossa@sculatiandpartners.com](mailto:camilla.melinossa@sculatiandpartners.com)

