

## **Tectrax Appoints SBS Trailers as First International Partner for Revolutionary Electric Boat-Launcher System**

### **FOR IMMEDIATE RELEASE**

**AUCKLAND, NEW ZEALAND and WOLVERHAMPTON, ENGLAND – 4 December 2025**

– Following a very successful presence at the recent METS Trade Show, Tectrax, a leader in advanced marine electric drive technology, today announced a major strategic partnership with SBS Trailers, a premier UK-based trailer manufacturer. Tectrax is proud to appoint SBS Trailers as its first international partner for the game-changing Boat-Launcher by Tectrax™ system, paving the way for the world's first fully electric, remote-controlled boat launching system to enter the UK and Irish markets.

The Boat-Launcher, which made its successful New Zealand debut in May 2025 at the Hutchwilco Boat Show, leverages over a decade of Tectrax's proven amphibious wheel technology, adapting it for conventional boat trailers. The system provides 100% electric, effortless drive wheels, eliminating the need for a tow vehicle to launch or retrieve a boat.

"Boating should be all adventure and no hassle—that is the core of our 'Effortless Launching™' philosophy," said James Morton, CEO of Tectrax. "The Boat-Launcher is a true embodiment of this and is set to remove the hassle of launching and landing boats whether it is on a beach, boat ramp, or in a yard. We are thrilled to partner with SBS Trailers. Their long-standing reputation for engineering excellence and deep understanding of the UK market makes them the ideal partner to introduce this modular, revolutionary technology to this key international region."

The Boat-Launcher system is completely modular, allowing trailer manufacturers like SBS to integrate the necessary number of powered or unpowered wheels to suit the boat size, weight, and prevailing launch conditions (from ramps to beaches or private waterfront properties). This tailored approach ensures maximum performance and reliability for every customer.

Andy Wyer, Director of SBS Trailers commented: "We are constantly looking for innovative solutions that enhance the experience for our customers. The Tectrax Boat-Launcher system is arguably the most exciting development in boat trailer technology we have seen in years. It addresses the common stresses associated with launch and retrieval, including long ramp queues, reversing difficulty, and wet feet, by replacing the tow vehicle entirely with a powerful, remote-controlled electric solution. This partnership solidifies our commitment to leading the way in smarter, cleaner, and more convenient boat launching solutions across the UK and Ireland, particularly for the demanding commercial sector."

The new partnership will see SBS Trailers design and manufacture chassis frames engineered specifically to integrate the Boat-Launcher drive units for their market, ensuring a perfect, fit-for-purpose solution for their diverse range of customers.

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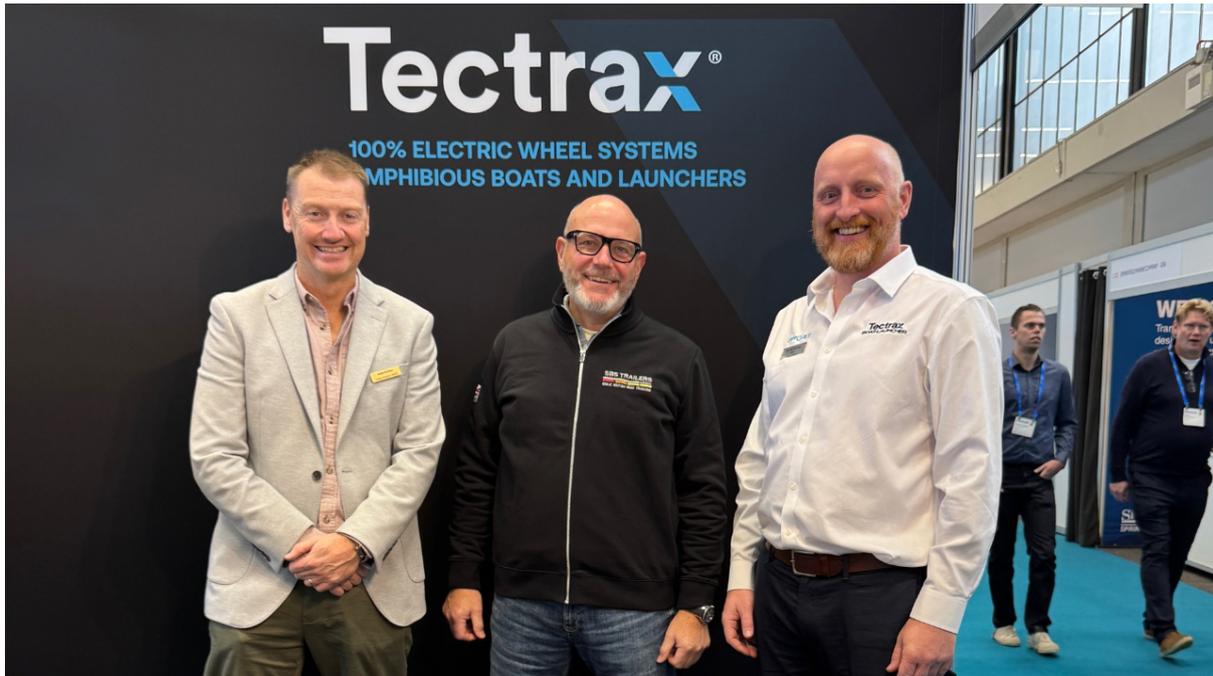


Photo (Left to right): Matt Forbes, Tectrax Sales Manager – EMEA, Andy Wyer, Director of SBS Trailers, and James Morton, CEO of Tectrax

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## About Tectrax

Tectrax is an electric marine technology company specialising in advanced, 48V amphibious wheel systems. With over a decade of expertise, Tectrax develops solutions focused on removing the friction from boat launch and retrieval, enabling ‘Effortless Launching™’ for recreational, commercial, and government marine customers worldwide. For more information visit: [www.tectrax.co.nz](http://www.tectrax.co.nz) and [www.boatlauncher.com](http://www.boatlauncher.com)

## About SBS Trailers

SBS Trailers has been a leading manufacturer of boat trailers in the UK for over 60 years, renowned for their commitment to quality, innovation, and durability. They offer a comprehensive range of boat trailers designed for various vessel types, from dinghies to large powerboats. For more information visit: [www.sbstrailers.com](http://www.sbstrailers.com)

## Images:

- **Image 1** – [Tectrax SBS Trailers Partnership](#): Photo(Left to Right) of Matt Forbes, Tectrax Sales Manager – EMEA, Andy Wyer, Director SBS Trailers, James Morton, CEO Tectrax.
- **Image 2** – [Boat-Launcher entering the water](#) with boat onboard.
- **Image 3** – [Boat-Launcher exiting the water](#) with boat onboard.

For more images, please click the link below to access our Boat-Launcher media kit:  
<https://www.dropbox.com/scl/fo/a6yfgmemn8utei1bfqh1q/AD5u1jsoVPwW9GQMaz26hZ0?rlkey=srjdgqthfxa8ocwgv91osblxg&st=0wwsxl9j&dl=0>

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