



**Avikus**  
MARITIME AUTONOMOUS PIONEER



Andrew Golden  
Principal  
Rushton Gregory Communications  
617-413-6521  
[agolden@rushtongregory.com](mailto:agolden@rushtongregory.com)

## **AVIKUS EXPANDS EUROPEAN REACH WITH SAIM MARINE PARTNERSHIP FOR DISTRIBUTION IN ITALY**

**Seoul, South Korea** – Avikus, HD Hyundai's specialized Autonomous Navigation Technology subsidiary, announced today a new partnership with SAIM Marine for distribution of Avikus' award-winning autonomous and AI navigational systems, including the new NEUBOAT Navi with Control.

Under the partnership, SAIM Marine will use its distribution networks to supply Avikus products to customers across Italy, further expanding the Avikus footprint in Europe. SAIM was founded in 1951, while the Marine Business Unit was officially established in 1993, anticipating the development of the Italian marine industry. Today, SAIM Marine manufactures, imports and distributes high-tech components installed by the most prestigious Italian and foreign shipyards. SAIM Marine works alongside the shipyard in project development and is also present with direct assistance on the coasts of Italy, France, Slovenia, Croatia and other countries around the world and includes a service network of more than 100 authorized and constantly updated centers.

“We look forward to working with the team at SAIM Marine to bring Avikus’ next-generation navigational systems to expanded markets across Italy,” said Do-Hyeong Lim, CEO of Avikus. “With a customer-forward approach and strong reputation across the European continent, we’re confident in the SAIM Marine team to showcase Avikus’ award-winning products. We know that European vessel owners are hungry for ways to make boating safer and more enjoyable, and we’re excited to bring Avikus solutions to them.”

“We’re excited to embark on this journey with Avikus,” said Marco Donà of SAIM Marine. “We’re proud of the customer network we’ve built across Italy, and Avikus’ autonomous and AI navigational systems are the perfect fit for our portfolio. The European boating market is quickly entering a new generation and Avikus products are the ideal catalyst to enhance the boating experience.”