

## Freedom Boat Club Expands Its New Zealand Presence with the Launch of Queenstown Location

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**QUEENSTOWN, New Zealand – February 4, 2026** – [Freedom Boat Club](#), the world's largest boat club and a business within Brunswick Corporation (NYSE: BC), today announced its opening in Queenstown, the third location in Freedom Boat Club New Zealand, following successful launches in Auckland and Christchurch. The new location brings Freedom Boat Club's signature hassle-free boating experience to the beautiful waters of Lake Wakatipu in Queenstown, reinforcing strong momentum in the New Zealand market and offering members unparalleled access to one of the country's most aspirational boating environments.

"Queenstown is a globally celebrated destination for outdoor adventure and natural beauty," said David Kurczewski, General Manager, Boating Services Asia-Pacific. "With the addition of a Queenstown location, we're providing members across New Zealand and the wider Asia-Pacific region with a world-class boating lifestyle in a setting that truly embodies the spirit of exploration on the water."

Freedom Boat Club Queenstown will offer members access to a diverse fleet of premium boats, reflecting the versatility and quality synonymous with the Freedom Boat Club network. Members will enjoy hassle-free boating, with all maintenance, storage, insurance, and cleaning handled by the club, plus the ability to reserve vessels via an intuitive, user-friendly app.

The Freedom Boat Club model is designed to welcome boaters of all skill levels. Members receive comprehensive training from licensed captains, ensuring confidence behind the helm, and benefit

from reciprocal access to more than 400 locations worldwide, enabling unforgettable boating experiences both locally and across the globe.

“This is a significant milestone for Freedom Boat Club New Zealand,” said Scott Williamson, Owner, Freedom Boat Club New Zealand. “Queenstown’s lakes and alpine waterways deserve a boating experience that is easy, accessible, and world-class, and that’s exactly what we’re delivering. We look forward to welcoming both seasoned boaters and newcomers to the water.”

As part of Freedom Boat Club’s continued expansion across New Zealand and the Asia-Pacific region, the Queenstown location builds on the strong interest and growing membership uptake the brand has experienced locally, solidifying New Zealand as a key market in the company’s global footprint.

To learn more about Freedom Boat Club Queenstown and membership opportunities, visit [freedomboatclub.co.nz](https://freedomboatclub.co.nz) or contact the club at 0508 322 322.