

## PRESS NOTE

### Saxdor Yachts appoints new Customer Experience Director for the Americas

Saxdor Yachts is pleased to announce the appointment of Bernard J. “Tripper” Vincent as Customer Experience Director for the Americas, a key leadership role supporting the company’s continued expansion across North, Central, and South America. Vincent brings more than 30 years of maritime and marine industry experience spanning yacht manufacturing, customer care, operations management, warranty systems, yacht management, and professional mariner service.

In his new role at Saxdor Yachts, Vincent will lead all customer experience, after-sales, and service initiatives across the Americas. His responsibilities include building scalable service infrastructure, strengthening dealer support, dealer product service training, enhancing owner engagement, and ensuring a premium ownership experience aligned with Saxdor’s global standards.

“Tripper brings a unique combination of operational discipline, customer-centric leadership, and hands-on marine expertise. His background spans every dimension of the ownership journey—from manufacturing and warranty systems to yacht management and professional mariner service. As Saxdor continues its rapid expansion in the Americas, Tripper’s leadership will be instrumental in elevating the customer experience and supporting our dealers and owners with world-class service.” said Don Smith, President of Sales – Americas at Saxdor Yachts.

Customer experience is a core pillar of the brand’s philosophy: through initiatives such as Saxdor AI and the strategic use of technology, the company continuously develops and enhances the ownership journey. Combined with strengthened service capabilities and dealer support across the Americas, Saxdor continues its mission to make boating easier, more accessible, and effortless for every owner, with an approach that solidifies its position as the European fastest growing boat brand.

#### 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 46-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 brought to market ten models, producing an annual volume of around 700 boats, with a growing workforce of 1,000 professionals. It also invests in industry talent through the Saxdor Academy, providing specialized training and education to strengthen the shipbuilding workforce.

Headquartered in Helsinki, Finland, and operating shipyards in Elk, Poland and Larsmo, Finland, Saxdor counts over 180 dealer locations across 70+ countries and territories worldwide.

Since March 2026 the company is part of Malibu Boats Inc., a global leader in designing, manufacturing, and marketing recreational powerboats.

For more information, visit [www.saxdor.com](http://www.saxdor.com)

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