

AXOPAR 37 RETAINS ITS POSITION AS THE MOST SOLD BOAT IN ITS CLASS IN THE U.S. FOR THE SECOND YEAR IN A ROW

The Axopar 37 is the most sold outboard-powered boat in the 35–40 ft segment in the United States in both 2024 and 2025, demonstrating Axopar's ability to lead this segment in one of the world's most competitive boating markets. Achieving this position for a second consecutive year underlines the model's continued popularity and competitiveness despite many new market entrants.

The figures are based on USCG registrations and state departments of motor vehicles (DMVs), as well as consolidated retail data from Statistical Surveys Inc. The result reflects consistent demand and long-term relevance, supported by the strength of the dealer network and the loyalty of Axopar's diverse customer base.

A proven platform with global reach

The Axopar 37 has grown into the most trusted and well-established boat in its class, with more than 3,000 units sold worldwide. Renowned for its instantly recognizable design, versatility, and performance, the Axopar 37 appeals to a wide range of users — from first-time boaters and experienced offshore sailors to professional, commercial, and governmental operators — reinforcing its status as an industry icon.

In demanding operational environments, the Axopar 37 has demonstrated reliability and consistency. In the UAE alone, over 50 Axopar 37 boats are used in governmental environments, while globally it has established itself as a preferred superyacht chase boat. This widespread use reinforces its position as a trusted and versatile platform.

Known for its strong resale value and low depreciation, the Axopar 37 represents a solid long-term investment, delivering a strong overall value through its combination of performance, features, reliability, and ownership costs.

Performance, design, and everyday usability

At the core of the Axopar 37's continued success is a combination of performance, usability, and thoughtful design. The hull delivers responsive handling and excellent seaworthiness, while a driver-focused helm with clean ergonomics and excellent visibility ensures an intuitive driving experience.

The Axopar 37 delivers best-in-class fuel economy across a wide cruising range from 20–40 knots. This is especially important as fuel prices continue to increase, helping to maintain affordable ownership costs across the entire lifecycle.

The design of the Axopar 37 is driven by function and real-world use. Solutions such as the gullwing doors open up the front cabin and improve interaction with the surroundings, connecting indoor and outdoor spaces in a practical way. This balance between open and protected spaces allows the boat to perform across different climates and conditions, supporting both leisure use and more demanding situations.

Onboard, the layout is optimized for practical, everyday use. Multiple configurations and modular solutions support a wide range of activities, creating a flexible and functional environment with a clear focus on space, movement, and usability. Carefully considered details and durable materials ensure reliable performance, from day cruising to longer trips.

Sustained demand and long-term relevance

The Axopar 37's continued sales success is built on its ability to deliver consistent value over time, and its strong sales performance in the U.S. reinforces its role as a cornerstone of the Axopar lineup. Its combination of performance, efficiency, and versatility continues to drive demand year after year, making the Axopar 37 an integral part of the portfolio and a trusted choice for customers worldwide.

In 2025, Axopar introduced the [Iconic Edition](#) to celebrate the success and established status of the range, offering enhanced features, new color options, and added value for customers.

Pictures can be downloaded here: [Axopar 37 Retains Its Position as the Most Sold Boat in Its Class in the U.S. for the Second Year in a Row](#)

All Axopar releases are available at <https://www.axopar.com/pressroom>

About Axopar: Axopar is a Finland-based boat manufacturer and one of the fastest-growing boat brands in the world. As the Adventure Boating Company, Axopar designs multifunctional, accessible, and innovative boats built around Scandinavian simplicity, unparalleled driveability, and effortless exploration. The multi-award-winning fleet spans 22 to 45 feet, including two all-electric AX/E models, and is supported by a global dealer network in more than 50 countries, with North America as the largest market. Designed in Finland and manufactured in Poland, Axopar has sold over 7,500 boats since its founding in 2014. In 2024, the Group's turnover reached 197,2 million euros and it employed roughly 1100 people. For more information, visit www.axopar.com

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