

Axopar enhances a unique way of boating experience: Merging adventure with premium clothing and on-water gear

At BOOT Düsseldorf 2025, Axopar unveiled the complete Adventure Collection, featuring the Axopar clothing line in collaboration with Sail Racing and Axopar on-water gear in collaboration with Jobe Watersports. This partnership unites premium on-water equipment, technical apparel, and the innovative design of Axopar boats, offering a seamless and enhanced experience for boating enthusiasts.

The three iconic brands – Axopar, Sail Racing, and Jobe Watersports – all leaders in their respective fields, have joined forces and worked closely together sharing their vast experience to introduce the highly functional Adventure Collection, which is seamlessly integrated between these three brands and the products in the collection.

The Adventure collection was born of a shared passion and the commitment to bringing more boaters onto the water. The collaboration represents a dedication to innovation and exploration, embodying the spirit of adventure and freedom that is at the core of all three brands. The collection is a fusion of design, functionality, and passion that has not been seen before on the water. The Adventure Collection is a functional leisure collection of on-water gear and clothing, especially developed for the needs of boaters for time on or off the water.

Jan-Erik Viitala, Founding Partner at Axopar Boats shares his enthusiasm for the collaboration:

"Our vision was to create a unique collaboration offering top-tier products to our global community of Axoparians and fans. This partnership brings together on-water gear, clothing, and our boats into one cohesive collection, enhancing every adventure on the water. The Adventure Collection incorporates shared details and materials across boats, clothing, and gear, all designed with functionality in mind to deliver an immersive brand experience on the water. It's not only about owning a piece of gear or apparel; it's about embracing a lifestyle, championing a community, and joining a movement that celebrates exploration and the freedom to chart your own course."

The level of detail and cross-over of materials between the clothing, boats, and on-water gear is truly extensive. The Adventure Collection is about jointly designing unique products and also achieving a complete material fusion between all three brands. It incorporates a wealth of dedicated details and materials shared between our boats, clothing, and water sports gear, and not forgetting functionality, all in order to create an immersive brand experience on the water. The attention to detail, technology and detail transfer is so immense that you can only experience onboard to truly understand the depth of the transfer.

The collaboration is truly unique and trailblazing as for the first time ever the integration of gear is transferred extensively onto a range of boats, into the Axopar 29 range. The Axopar 29 will perfectly match the design and details of the Adventure collection, where each component complements the other.

**For a first-hand experience, we invite you to visit us at Stand B59 at
BOOT Düsseldorf 2025 to explore the full Adventure Collection.**

The Ultimate Gear for Every Watersport Adventure

From an inflatable two-person kayak, underwater scooter and stand-up paddleboard to a floater vest, cooler bag and waterproof dry bags, the Jobe watersports range offers premium equipment designed to enhance every adventure on the water. Each piece of the gear has been designed with practicality and durability in mind.

Ivo Rietveld, Brand & Creative Manager of Jobe Watersports, says:

"I'm proud to see the full Adventure Collection come to life and be showcased by Axopar at BOOT Düsseldorf. Adding this exclusive line of high-end watersports products to Jobe's product range is an honor. This collection enriches our offering and meets the needs of Axopar enthusiasts who are looking to enhance their time on the water. It's a fantastic opportunity to provide gear that perfectly complements the full Axopar range and elevates their customers' overall watersports experience."

The on-water gear by Jobe is available with all Axopar boats. Customers can buy the gear online or choose to include their preferred on-water gear when specifying their boat, with the equipment conveniently delivered alongside the boat anywhere in the world, making it easy to customize the ultimate adventure.

When ordering an Axopar 29 Sun Top or Cross Cabin boat, customers have the option to equip their boat with the Adventure Collection Trim package. This package includes soft decking, black rub rails, a 12-volt fenderbox outlet, and Linetex upholstery. All these features are designed to seamlessly match the on-water Adventure Collection.

The collection is displayed here: <https://www.axopar.com/the-adventure-collection>. European customers can purchase the collection directly from Jobe's website: <https://www.jobesports.com/en/the-adventure-collection>. For customers outside Europe, the on-water collection is available through local Axopar or Jobe dealers.

A Complete Solution for the Adventurous Boater

At BOOT Düsseldorf 2025 Axopar unveiled the newest addition to its Adventure Collection: a high-performance clothing line developed and designed in collaboration with Sail Racing, renowned for its innovative and technical gear designed for high-speed sailing. These clothes are tailored for functionality, comfort, and resilience, offering boaters a complete set of products for all types of adventures.

Aimed to withstand the elements while reflecting the spirit of exploration and freedom, Axopar's functional clothing line features rugged, stylish garments such as waterproof jacket, vest, versatile hoodie, t-shirts, polo shirts, pants, shorts, caps, and functional bags — all crafted for both style and durability.

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Linn Fogde, Head of Global Sales at Sail Racing, emphasizes the brand's commitment to performance:

"With the Adventure Collection, we've brought our knowledge in technical and innovative design to create garments for the adventurous lifestyle. This collaboration reflects our total commitment to performance, both on and off the water."

The Axopar clothing line by Sail Racing offers a range of products tailored for both on-water and off-water adventures. Customers can order the first items from the range on Sat 18th, with the rest of the range available to order at the start of February. Explore the full range and learn more about each item at our website www.axopar.com/the-adventure-collection and purchase the products at www.sailracing.com.

For a first-hand experience, we invite you to visit us at BOOT Düsseldorf 2025, stand B59, and explore the full Adventure Collection.

Pictures and other material can be downloaded [HERE](#).

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. Known as "the Adventure Company," it will take you on any adventure, big or small. The company creates multi-functional, accessible, and innovative boats for a global audience. The fleet, ranging from 22 to 45 feet, includes two all-electric AX/E models and is marketed through a strong 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 6,500 boats since its founding in 2014. The Group's turnover is over 190 million euros and it employs roughly 1200 people. For more information, visit www.axopar.com

About Sail Racing: On July 7, 1977, the Sail Racing brand was officially registered and was re-launched in 1999 with the founders' original passion for sailing still firmly anchored in place. Today, Sail Racing International AB is a highly specialized company based in Sweden. The company is focused on designing and constructing the most innovative and technical gear for high-speed sailing. The Sail Racing development team consists of apparel designers, industrial designers, and a 3D animator. This talented, tight-knit group is committed to discovering new materials, achieving the best fit, and creating the most appealing designs from input provided by the professional sailing athletes who form the Sail Racing Test Team. Sail Racing also designs, markets, and sells a sportswear collection. The look of this collection is always created with speed sailing in mind. www.sailracing.com

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About Jobe Watersports: Jobe is for everyone. We are a community, a global movement, a family of real people, who are discovering the beauty of watersports. We create unforgettable #jobemoments for everyone since 1974. No matter who you are, no matter your age or size, no matter your background. When you want to get on the water, you will fit in our family. We develop our products with the greatest care and highest quality materials, every day again. This is what “gets you on the water” means to us. Join our family and share in our love for watersports.

www.jobesports.com

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