

Axopar and BRABUS Marine reveal exciting U.S. premieres at the world's largest boat show

For the fourth consecutive year, Axopar Boats and BRABUS Marine are proud to return to the Fort Lauderdale International Boat Show (FLIBS) – the world's largest in-water boat exhibition – showcasing the latest innovations and product premieres for the first time on U.S. soil.

World premiere: BRABUS Shadow 1500 Cross Cabin Phantom Grey

After its global launch at the Cannes Yachting Festival 2025, the BRABUS Shadow 45 range is now being showcased in the U.S. for the first time at the Fort Lauderdale International Boat Show. Making its world premiere, the new Shadow 1500 XC Cross Cabin Phantom Grey represents the latest generation of customizable, high-performance luxury superboats in the 45-foot class, combining race-inspired power, next-level luxury, and unmistakable BRABUS design.

Powered by a triple Mercury Racing V8 setup delivering 1,500 hp, the Shadow 1500 offers exhilarating speed, precise handling, and all-weather capability. With refined carbon detailing and BRABUS Ice exterior upholstery, the Cross Cabin model embodies the brand's commitment to craftsmanship, exclusivity, and supercar-inspired design, continuing BRABUS Marine's legacy of pushing the boundaries of performance and luxury.

[Access the full press release here.](#)

Smarter, more connected boating: Axopar Connect and the new User Interface

The Axopar Connect app, together with the completely renewed Axopar User Interface (UI), forms a unified digital ecosystem designed to make boating smarter, safer, and more enjoyable. Developed in close partnership with Navico Group, the new system combines real-time data, trip tracking, safety alerts, and onboard monitoring into one seamless experience. The Axopar Connect app enhances safety, usability, and the overall ownership experience, keeping boat owners informed, in control, and connected to their boat at all times. At FLIBS, visitors can try the Axopar Connect app firsthand and experience how its smart, connected features enhance the boating experience.

The onboard Axopar User Interface (UI), integrated into Simrad multifunction displays, has been completely reimaged to deliver a more intuitive and connected boating experience. With a fresh graphic layout and smarter functionality, the new UI brings all vital boat data and controls into one easy-to-read environment — from fuel consumption and system status to safety checklists, navigation, and multimedia. It also introduces two distinct driving views, Economy and Sport, that actively support safer and more efficient boating through real-time feedback and alerts. Available on Axopar models from 29 feet upwards, and all BRABUS Shadow models, the new UI is optimized for the latest Simrad NSS4 displays, offering faster response and greater clarity than ever before.

To learn more, visit www.axopar.com/connect or read the full press release published during Cannes Yachting Festival in September 2025: <https://www.axopar.com/pressroom/smarter-more-personal-boating-axopar-connect-app-and-user-interface-bring-mobility-safety-an>

Performance meets style: BRABUS Performance Line now across the fleet

After its successful debut on the Axopar 37 and 45 ranges, the BRABUS Performance Line is now extended across the entire Axopar fleet, including the 22, 25, and 29 models. Created for boating enthusiasts who value both power and exclusivity, this highly sought-after upgrade delivers enhanced performance, dynamic handling, and distinctive BRABUS design cues.

At the core of the BRABUS Performance Line is the engine upgrade, delivering more power, faster acceleration, and an even more thrilling driving experience. The package combines the performance upgrades with subtle styling details such as BRABUS wrapping,

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Stand: Bahia Mar, F/G Dock, slip 40-50.**

black-out details, and the signature BRABUS steering wheel with red accent stitching. At FLIBS, the BRABUS Performance Line is showcased across several models, highlighting how this exclusive package elevates the look and feel of the entire Axopar range. It brings the unmistakable spirit of BRABUS to every model — blending speed, precision, and style in perfect harmony.

Full press release published during Cannes Yachting Festival in September 2025:

<https://www.axopar.com/pressroom/performance-meets-style-axopar-expands-brabus-performance-line-across-the-fleet>

The Axopar 37 Iconic Edition – Honoring the legacy of the U.S. market leader

The iconic Axopar 37 is the most sold outboard-powered boat in the 35–40 ft segment in the United States. Based on USCG and state registration data from Statistical Surveys Inc., it leads multiple key U.S. segments, confirming its strong position in one of the world's most competitive boating markets. Its proven reputation for performance, versatility, and reliability has made the Axopar 37 a true icon, trusted by private owners, professionals, and government operators alike. With nearly 3,000 boats sold worldwide, the Axopar 37 remains one of the most recognized and desired boats in its class.

To celebrate this success, Axopar has introduced the Iconic Edition, enhancing the Axopar 37 even further with new colors, refined detailing, and added value. The Iconic Edition includes the BRABUS Line Trim Package, BRABUS Line Color Upgrade, Silvertex upholstery in a choice of four colors, an electric sliding roof, and roof racks – all offered free of charge. Two new hull colors, Icon Grey and Glacier Blue, are also introduced. At FLIBS, two Axopar 37s featuring the Iconic Edition will be showcased: a 37 XC Cross Cabin in Platinum Grey with Sandstone upholstery and a 37 Sun Top in White with Petrol upholstery.

Learn more about the Iconic Edition: <https://www.axopar.com/the-iconic-edition>

Full press release published in June 2025: [The Axopar 37 Iconic Edition – Honoring the legacy of the U.S. market leader](#)

Boats on display at FLIBS

Showcasing the very best of innovation, performance, and design, Axopar and BRABUS Marine presents a diverse and engaging line-up of models at this year's Fort Lauderdale International Boat Show.

- BRABUS Shadow 1500 XC Cross Cabin Phantom Grey – **World Premiere**
- BRABUS Shadow 1000 Sun Top
- Axopar 45 XC Cross Cabin
- Axopar 45 Cross Top
- Axopar 37 XC Cross Cabin
- Axopar 37 Sun Top
- Axopar 29 XC Cross Cabin
- Axopar 29 CCX
- Axopar 29 Sun Top
- Axopar 22 T-Top

Together, Axopar and BRABUS Marine continue to redefine modern boating by merging adventure, performance, and design in new and unexpected ways. The display at Fort Lauderdale once again underlines both brands' drive to innovate, explore new possibilities, and deliver unforgettable experiences on the water.

Access more press material here: [Axopar and BRABUS Marine News at FLIBS 2025](#)

All Axopar press releases are available at 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

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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 was 197,2 million euros and it employed 1133 people. For more information, visit www.axopar.com

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