

THE AXOPAR DIGITAL PRODUCT PASSPORT – BRINGING SIMPLICITY, TRANSPARENCY AND TRUST TO BOAT OWNERSHIP

Axopar spearheads digital development by introducing something never done before in the industry, NFC wireless technology enabled Axopar Digital Product Passport (DPP), in partnership with Aura Blockchain Consortium. In simple terms, the Digital Product Passport is a secure, blockchain-backed NFC chip installed on every boat, providing a digital identity for each new, individual Axopar boat produced. It also serves as a certificate of ownership.

Axopar is the first boat builder to partner with Aura Blockchain Consortium, a non-profit organization that already works with established premium and luxury brands across industries. Brands like the LVMH Group, Louis Vuitton, Cartier, Prada, Mercedes-Benz, BRABUS, and Rimowa all utilize their technology to secure digital identities and product authenticity.

A new chapter in digital boat ownership

The Axopar Digital Product Passport gives each new Axopar boat a secure digital identity, containing verified information about the boat's factory specifications, authenticity certificates, warranty status, inspection records, and future maintenance recommendations.

For owners, the benefits appear from the first moment they scan the boat's NFC chip. The Digital Product Passport brings together the essential information that is usually scattered across manuals, documents, emails, and dealer handovers. Instead of searching through paperwork, the owner can simply open the Digital Product Passport to access relevant information about their boat. When questions arise, the answers are available in one place, and if support is needed, a request can be submitted directly through the Digital Product Passport, making it easier for Axopar and its dealer network to respond quickly and accurately.

"We believe ownership should be a relationship, not a transaction. Our customers deserve absolute certainty about what they own and knowledge of the boat's history. With the Axopar Digital Product Passport we are not just adding a new tech feature; we are setting a new global benchmark for transparency within the boating industry", says **Simo Soini**, Chief Product Officer.

The NFC chip enabling the Digital Product Passport will be included as standard on all newly produced Axopar boats across its entire range from the first quarter of 2026, at no additional cost to the owner, containing information such as verified factory-installed equipment, certificates, outstanding warranty and other ownership-related documentation.

A secure and trusted technical foundation

Aura's technology uses secure NFC chips and blockchain-based records to ensure that information is protected, immutable and traceable throughout the product's lifetime. This provides the technical foundation behind the Axopar DPP and ensures long-term stability, neutrality, and trust for both owners and the brand.

Owners can also download a Wallet Card to their phone, providing quick access to the DPP even when away from the boat. The Wallet Card enables notifications such as maintenance reminders, Axopar event invitations, and product updates. Location-based notifications are optional and used only to notify owners about nearby events or dealer activities, helping them stay connected to the Axopar community. This is Axopar's commitment to being a partner, not just a manufacturer, ensuring owners get faster, more accurate support when they need it.

Clarity, authenticity, and support – from day one

Owners access the Digital Product Passport by scanning an NFC chip on the boat and claiming ownership. Once claimed, all verified information is available on the owner's digital equipment of preference. All details are presented clearly, and support requests can be submitted directly through the DPP, allowing Axopar and its dealer network to respond quickly and accurately.

The Digital Product Passport also acts as a certificate of authenticity, verifying that the boat is genuine and clearly showing which features were installed at the factory. When a boat is sold on the second-hand market, the Digital Product Passport enables a formal handover of ownership, ensuring that the new owner receives verified documentation and a complete ownership history. This brings greater clarity and trust to used boat transactions, where the value of the boat is supported by a verified history, supporting both resale value and buyer confidence.

Launching the Digital Product Passport represents a significant step in how boat ownership is documented and supported. The system will operate alongside Axopar Connect and form a growing digital ecosystem designed to simplify boating and support long-term ownership.

Designed for long-term digital ownership

The Digital Product Passport will continue to evolve. Future updates will introduce, for example, a service overview that highlights important tasks recommended by the factory and a structured service log. These developments will be gradually introduced as part of Axopar's broader digitalization roadmap. The long-term goal is to provide owners with a complete and trusted view of their boat's condition, history, and needs over time. For Axopar, this supports continuous product improvement based on real-world insights. For owners, it means clearer ownership, stronger trust, and a more reliable foundation for the entire life of the boat.

The Axopar Digital Product Passport will officially launch at Boot Düsseldorf on January 17, 2026. From the first quarter of 2026, all new Axopar boats will include the Digital Product Passport as standard.

Pictures and other material can be downloaded here: [The Axopar Digital Product Passport - Bringing simplicity, transparency and trust to boat ownership](#)

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

About Aura Blockchain Consortium: Aura Blockchain Consortium was established in 2021 by LVMH, OTB, Prada Group, and Cartier, part of Richemont. The luxury groups have joined forces to address the shared challenges of communicating authenticity, responsible sourcing and sustainability in a secure digital format. Aura Blockchain Consortium is a non-profit association based in Switzerland with the purpose to promote socially responsible, sustainable, and customer-centric business practices throughout the lifecycle of luxury products by leveraging blockchain and other technologies. By promoting the use of global blockchain solutions open to luxury brands of all sectors worldwide, the platform provides consumers with additional information, services, transparency and raises the customer experience to a new level. For more information please visit www.auraconsortium.com

For press inquiries or to schedule interviews, please contact:

Anu Vauhkonen
Chief Brand and Marketing Officer
Axopar Boats Oy
Mobile: + 358 40 7652484
Email: anu.vauhkonen@axopar.com

Anna-Lena Nyfors-Norrgård
PR & Communications Manager
Axopar Boats Oy

Visit us at Boot Düsseldorf, 17-25 January.
Hall 4, Stand B-59.

Mobile: + 358 50 3010141

Email: anna-lena.nyfors@axopar.com

Adam Fiander or Mike Wills

Broad Reach Communications Ltd

adam@broadreachcomms.co.uk / +44 (0)7703 598903

mike@broadreachcomms.co.uk / +44 (0)7884 075439

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