

An unparalleled collaboration unites three marine industry pioneers: Axopar, Sail Racing, and Jobe Watersports

Cannes, 12 September, 2023

Introducing The Adventure Collection, where Innovation, Exploration, and Style converge.

At the Cannes International Boat Show, attendees will have the unique opportunity to get their first-ever glimpse of the upcoming Adventure Collection. Within this collection we will showcase a wide range of watersports gear and clothing that is designed for leisure and functionality. Additionally, this is the first collection ever that also extends to the boat itself. The collection is a result of a unique collaboration between three iconic brands – Axopar, Sail Racing, and Jobe Watersports. This is a teaser of what is to be presented in full scale together with the launch of the new Axopar 29 range at the international boat show BOOT24 in Düsseldorf in January 2024.

Highlighted items from the collection include a purpose built Axopar Kayak, an Axopar SUP, an underwater scooter, waterproof bag designed for seamless use across various activities on the boat, Kayak and SUP. The Sail Racing clothing will offer a range of high-quality garments like jackets, hoodies, t-shirts, caps and bags with a focus on durability, style and functionality.

At the heart of this collection is the new Axopar 29, a boat that will perfectly match the design and details of the Adventure collection, where each component complements the other. For example, the boats will feature the same anti-skid finish with graphical details found on Jobe stand-up paddle boards.

The level of detail and cross-over of materials between the clothing, boats, and water sports gear is truly extensive, representing an exercise of successful collaboration.

Jan-Erik Viitala, Founding Partner at Axopar Boats, says, "My dream was to create a unique collaboration where we can offer top-of-the-line products to our global community of Axoparians and all our Axopar fans. This collaboration seamlessly integrates clothing, water sports gear, and our boats. 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."

"With a total commitment to the core of adventure, this partnership humbly pushes boundaries to unveil new horizons," emphasizes Linn Fogde, Head of Global Sales of Sail

Racing. "The Adventure Collection embodies our shared passion for discovery, innovation and design."

Ivo Rietveld, Product & Design Manager, Jobe Watersports, adds "Partnering with top brands in the market allows us to deliver a watersports experience where every detail is meticulously designed. Our watersports collection is tailor-made to seamlessly fit into the Adventure Collection and complement Axopar boats and Sail Racing clothes, ensuring a coherent transfer of materials and functionality."

This collection represents a dedication to innovation and exploration, embodying the spirit of adventure and freedom that is at the core of Axopar, Sail Racing, and Jobe Watersports. These brands are known for their commitment to bringing more boaters on the water.

The Adventure Collection will be officially launched at the Düsseldorf BOOT24 boat show in January, where you will receive more information about the availability of the upcoming collection and details on how and when to place your orders.

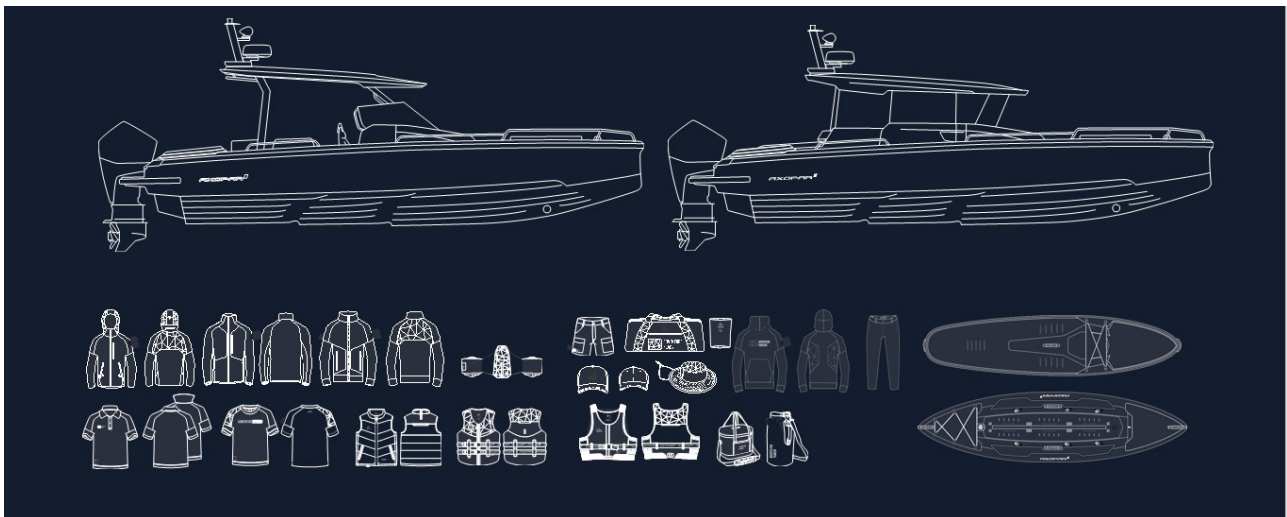


Image caption: The Adventure collection by Axopar, Sail Racing and Jobe Watersports.

More pictures can be downloaded via the link [HERE](#).

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

About Axopar: Axopar, the adventure company, is one of the fastest-growing boat brands in the world. The success derives from the "one boat, one world" concept. It stands for boats that are multi-functional and accessible for the many, anywhere around the world. As a forerunner committed to continuous innovation, the company listens to its global community of Axoparians and shares the same respect and passion for nature. Axopar's mission is to open new perspectives by bringing people out on the water and creating boats that make waves in the boating industry. 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

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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