

Axopar and Agapi set sail on global expansion of their Adventure Boat Club

Cannes, 12 September 2023

With one membership you will be able to go boating at any Axopar x Agapi Boat Club location anywhere in the world in the future.

Axopar Boats and Agapi are today launching a new premium membership program, the [Axopar x Agapi Boat Club](#), offering a membership concept for boating worldwide. This partnership combines the experience of an established boat club with Axopar's global presence, comprising over 110 dealer locations. Together, they aim to create a global network of boat clubs, giving customers the choice between owning a boat, a club membership or a combination of both.

The first three club locations in Europe revealed

Perfectly timed for the Cannes Yachting Festival 2023, Axopar x Agapi Boat Club is happy to unveil their first locations on the French and Spanish Riviera. These three clubs are located in Empuria Brava and Menorca Spain, and St Tropez, France, with more global locations to be announced in the coming months.

Jan-Erik Viitala, Founding Partner at Axopar Boats, expressed his enthusiasm, stating, "With our membership club, we're pioneering a hassle-free, global adventure boating experience, and we're thrilled to welcome more Axoparians on the water. Our investment in Agapi - a seasoned player in the circular economy and sharing concept - comes after seven years of their expertise. Agapi Boat Club, with its shared vision and proven progress in building a boating community, is the perfect partner for this journey. We're here to elevate the development, offering premium boats that ignite the adventurous spirit of our members within their chosen fleet. We will offer memberships that give customers access to our boat models ranging from 22 – 45 feet depending upon the chosen membership tier."

Peder Asplund, Founding Partner and CEO of Agapi Boat Club, also shared his excitement, saying, "We are proud to announce the next phase of our journey. Our objective has always been to spread the joy of boating to as many people as possible. By establishing a global network of boat clubs with Axopar and their dealers, we are not only making boating more accessible for more people but also creating a platform for a new kind of lifestyle where you can choose the boat and destination of your choice all year around."

Unlock a world of global adventure boating with Axopar x Agapi Boat Club

1. **Global Adventure Boating defined:** Becoming a member grants you access to all our locations worldwide, not restrained to your own dock or own boat.
2. **Why choose a boat club membership?** As a member, you gain access to an entire fleet of boats, each designed for different purposes, sizes, and styles. The dedicated club operations team handles everything, from service and repairs to providing full concierge services upon request.
3. **Joining the club:** Simply select the membership package that aligns with your boating experience level, needs, and preferences. We guide you through the entire process. The membership runs for 12 months and automatically renews and you can choose between yearly or monthly payments. Membership costs range from about 4000 to 35,000 EUR, depending on your chosen boat category and service level.
4. **Experience level:** You don't need to be an experienced boater to join our club even though most members are. We ensure that every member gets professional and personalised onboarding and training sessions, ensuring confidence and safety for all members.
5. **Boat variety:** Axopar x Agapi Boat Club features a diverse range of Axopar boats. Additionally, members gain access to the Agapi Boat Club range of boats, offering a wide selection of brands like Candela, Anytec and X Shore, among others.
6. **Booking your boat:** Booking your next boating adventure is easy through the user-friendly Agapi Boat Club app, which includes all the information you need. There are flexible booking options allowing reservations from one hour to one week.
7. **Upgrading your boat category:** Members can upgrade their boat category at any time, and we provide training to ensure safe handling of the desired boats.
8. **Our distinction:** What sets Axopar x Agapi Boat Club apart from other boat clubs? Our club combines the vast experience and unique booking concept of Agapi Boat Club with Axopar boats and an extensive dealer network. This unique combination enables unprecedented expansion and quality in clubs globally.
9. **For existing Axopar owners:** Stay tuned for updates on Axopar memberships designed specifically for you.
10. **Got more questions?:** If you have more enquiries, please don't hesitate to reach out to us at axopar@agapiboatclub.com. You can also read more about the club at www.axopar-agapiboatclub.com

In an era of increasing interest towards electrified boats, the boat club will serve as an ideal platform to accelerate and develop the transition to more electric boating.

A vast network of Axopar x Agapi Boat Clubs will be continuously expanded to key boating destinations around the world, and we have strong ambitions to grow this network into more than 300 centers by 2030, combining Axopar dealerships and Agapi Boat Club expansion together.

Stay tuned for more information and developments during fall and BOOT24 in Düsseldorf, January 2024.

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

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

Media contact for more information on this release:

Ms Marit Holmlund-Sund
Head of Brand & Marketing
Axopar Boats Oy
Mobile: +358 (0)40 538 3519
Email: marit.holmlund-sund@axopar.com

Ms Simone Porseryd
Head of Marketing
Agapi Boat Club
Mobile: +46 (0)73 70 80 795
Email: simone.porseryd@agapiboating.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

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 Agapi Boat Club

Agapi Boat Club is a part of Agapi Boating AB, a privately owned company founded in 2006 by Peder Asplund and Alejandra Levinas Asplund, with its Headquarter in Stockholm. Since its early days, Agapi's vision has been to create a new type of boating life focusing on freedom, simplicity and sustainability. The membership boating offer became the main focus of the company in 2016 and is now a club concept that offers a dream boating life with access to a best-in-class fleet accessible in the most attractive harbours. Agapi Boat Club is currently established in six countries with its biggest operation based in Stockholm and Palma de Mallorca.

www.agapiboatclub.com