

FREE

MARINE INDUSTRY NEWS

FOR THE MARINE TRADE | APRIL 2023 | ISSUE 07

IN THIS ISSUE...

 4	 7	 10
MARINE CHARGE Aqua superPower on what's next	KIWI CONNECTIONS Marina projects on the up in New Zealand	ELECTRIC PACE Electric boats, news and developments

marineindustrynews.co.uk



BOATING MADE SIMPLE

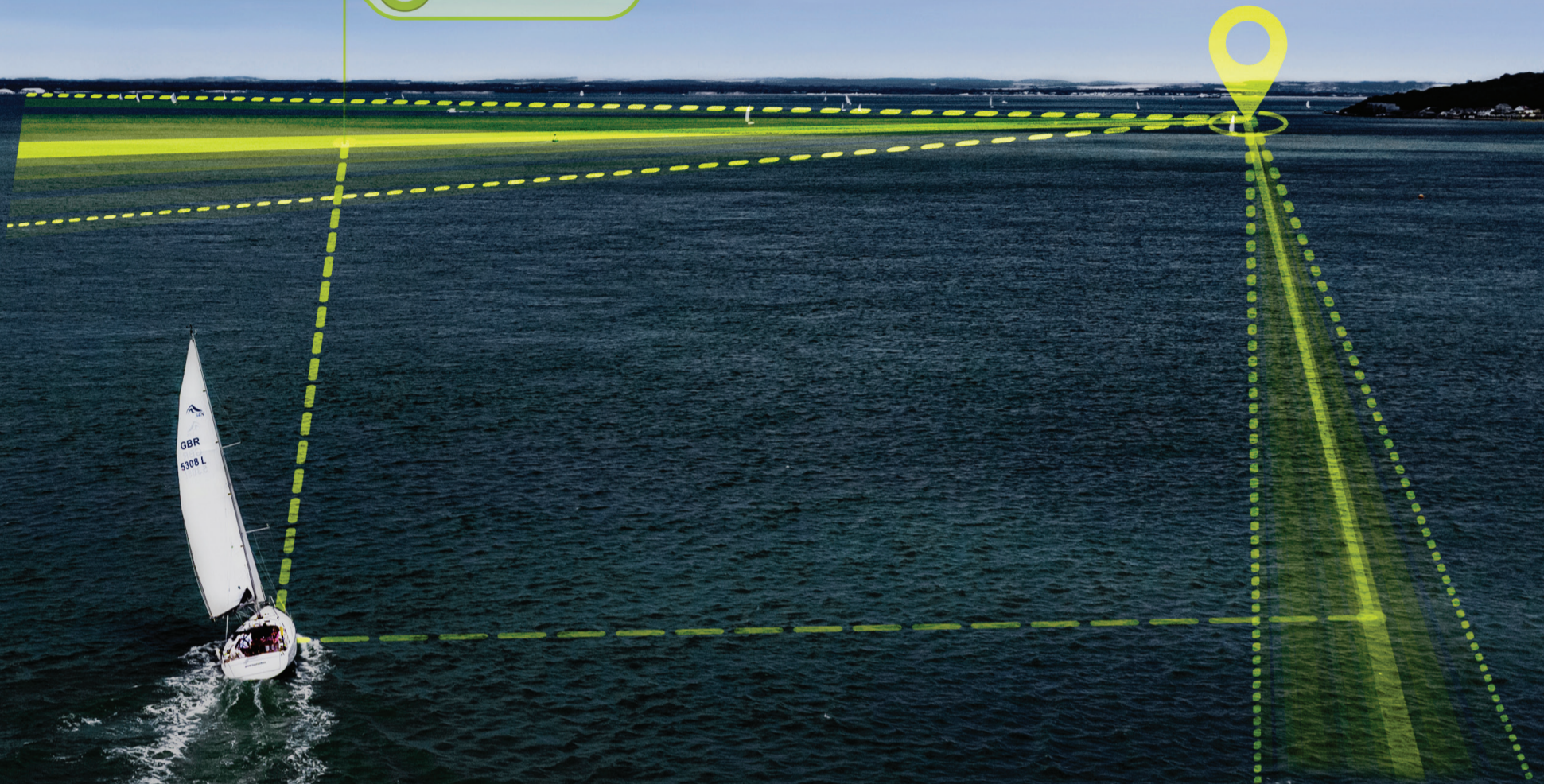
THE SUSTAINABILITY ISSUE

Industry insights for marine professionals
Subscribe to the daily newsletter



SAILING, SIMPLIFIED

 5 min 10s



NEW ZEUS[®] S

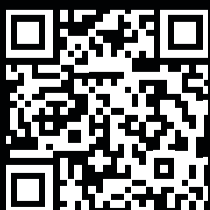
Zeus S is designed for simplicity. It all starts with brand new Sailing Modes for Cruising and Racing. Get instant access to all the right data for your situation.

Zeus S also brings updates and additions to B&G's award-winning sailing features like C-MAP[®]-powered Safety Alerts, race routes, Laylines and SailSteer[™].

On-board navigation is taken care of by the highly-accurate C-MAP DISCOVER[™] X and REVEAL[™] X charts, and our intuitive new interface and Setup Wizard get you connected to all your on-board electronics in minutes.



AVAILABLE IN 7", 9" & 12"



www.bandg.com

B&G[®]

Marine Electronics for Sailing



For boatbuilders, distributors, manufacturers, and all marine trade professionals.

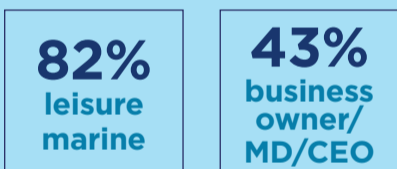
DAILY NEWSLETTER



WEBSITE



READERSHIP



SOCIAL MEDIA



Scan here for our **rate card**



Scan here to subscribe to our **daily news**



Marine Industry News magazine next issue will be distributed at Southampton Boat Show, IBEX and Cannes Yachting Festival – contact: lyndsay@marineindustrynews.co.uk jake.young@marineindustrynews.co.uk to book your space. Ad deadline 31 August.



Editorial
MIN daily news, website/print edition
Editor – Chantal Haines
chantal@maa.agency
Deputy Editor – Susannah Hart
Managing Editor – Zella Compton
info@marineindustrynews.co.uk

Advertising
Commercial Manager
Lyndsay McClay
lyndsay@marineindustrynews.co.uk
Database Marketing and Sales Executive
Jake Young
jake.young@marineindustrynews.co.uk
Designed by Steven David Davies
steve@maa.agency

Units SF1-2
Endeavour Quay
Mumby Road
Gosport
PO12 1AH UK
www.marineindustrynews.co.uk
© Marine Advertising Agency Ltd (MAA)

Printed by Stanbury Chameleon on Carbon Balanced Paper, endorsed by the World Land Trust

CONTENTS

- 04 POWER UP**
Aqua superPower's CEO on electric charging and what the industry needs to do next
- 07 KIWI CONNECTIONS**
New Zealand's marina network is growing – what does this mean for the industry?
- 10 ELECTRIC PACE**
MIN rounds up some key news and movers and shakers in the electric marine market
- 15 SHOW BUSINESS**
How are boat shows changing and are industry events as important as ever?
- 19 DUE EAST**
Will new marina projects in the Eastern Mediterranean bring about big change?
- 22 PLUG & PLAY**
Brunswick lifts the lid on strategy, its Veer boat brand and Mercury's electric products



Given the number of companies – and speed of development – involved in hybrid and electric boating today, it's evident that sustainable boating has shifted from 'future concept' to present and tangible reality.

With sustainable boating cementing a place in the marine industry, in this issue of *MIN* magazine, we round up the news and products pushing the electric boundaries on page 10. CEO of marine charging giant Aqua superPower, Alex Bamberg, talks electric charging strategy and industry acceptance on page 4. Plus, Brunswick discusses its electrification push with Mercury Marine's electric outboards and its Veer brand on page 22.

Marina developments are coming thick and fast in the East Mediterranean (see page 19) and in New Zealand large marina projects are nearing completion (see page 7). And as boat shows fill the calendar months ahead, *MIN* asks the industry what has changed since the pandemic and what businesses want from in-person shows on page 15.

The *MIN* team looks forward to seeing you at the upcoming shows and out on the water.

Chantal



CEO Alex Bamberg reveals how Aqua superPower convinced the marine industry to get connected

How did you find yourself at the forefront of the electric market?

Although I've been in the marine world from a recreational sports perspective for 40 years, my professional background is in automotive engineering tech.

In 2010 I realised, seeing what Tesla and Nissan were doing, that the market was going to evolve quite quickly for EVs (electric vehicles). I started a business called ChargePoint Services and our public network GeniePoint. We had great success winning the [contract for the] London Olympics in 2012, installing the first ever network of UK national DC chargers, where we pioneered many customer-facing functionalities, such as improving fairness (pay by kWh).

We soon realised the scale of this business and by 2019 had become the second largest recharging network behind BP and Shell until we were acquired by Engie in 2019. I stayed there for a year and then when I left, I was introduced to the high-net worth Stewart Wilkinson,

who is one of the very few genuine environmentalists.

His vision was to create a high-tech, easy to use global marine charging network. Wilkinson employed ex F1 powertrain engineers to design and build pure electric drivetrains. It produced several boats/powertrains offering between 100-600hp. He asked if I could deploy high powered chargers globally... We had a great 'chicken and egg' discussion regarding boats first, chargers later versus chargers first, boats later.

From all [my] lessons in the automotive sector, it was a necessity for chargers to go first and then the boats would follow en masse. Stewart agreed to fund the project, I asked my CPS and Engie team to rejoin me in this exciting venture and Aqua superPower was born. Our global marine fast charge network was formally launched at Venice Boat Show 2021.

Is there a five-year plan?

Aqua superPower is only partway through building networked

charging corridors. We have several hundred signed contracts to deploy globally that will be commissioned over the next two to three years. As Aqua provides the upfront capital and funds the grid and charging provision, this lowers the barrier to entry for market players (commercial operators and leisure boatbuilders).

It's also about building new relationships with new powertrain providers, helping boatbuilders to adopt the technology. What we do know is once the chargers are in place the boat inventory will come. If you don't put the chargers in, the price of the boats is irrelevant as nobody is going to buy them.

How many charging points are you aiming to install in 2023?

We'd like to install a further 120-150 globally in prime commercial and recreational boating hotspots.

Which regions are next?

There are many elements [to] why we would deploy in a certain territory. For example,

"As Aqua provides the upfront capital and funds the grid and charging provision, this lowers the barrier to entry for market players (commercial operators and leisure boatbuilders)."

Alex Bamberg ,
CEO, Aqua superPower

established leisure use locations where there is a high output of carbon which damages air quality and marine ecosystems. Where possible, there are greater improvements in achieving the road to zero by being able to scale the infrastructure, so we design connected corridors along certain coastal routes and popular inland waterways. Countries that lead legislation change allow us to deploy faster, therefore these are our initial targets.

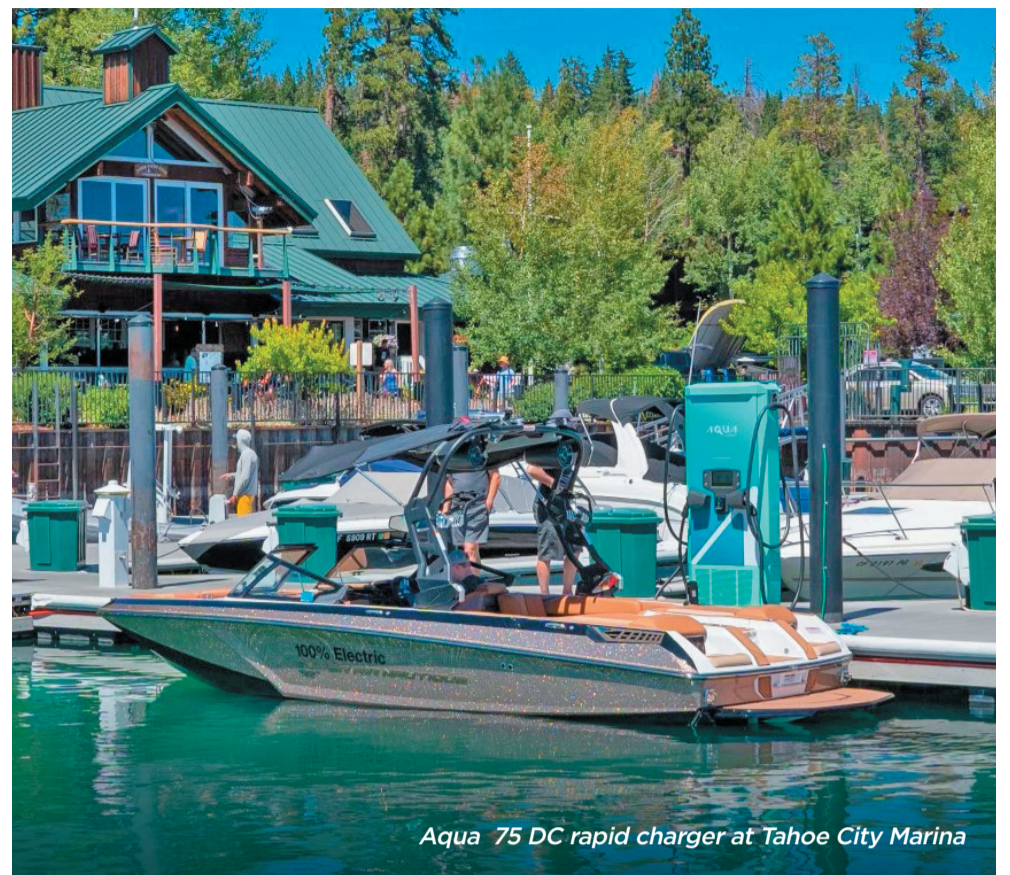
In March 2023, Italian marina association Assomarinas and Aqua superPower announced its



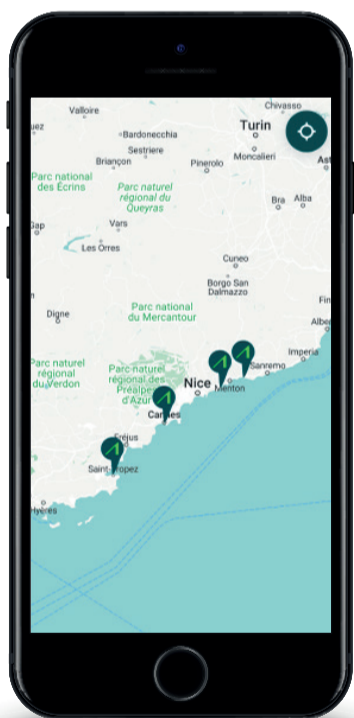
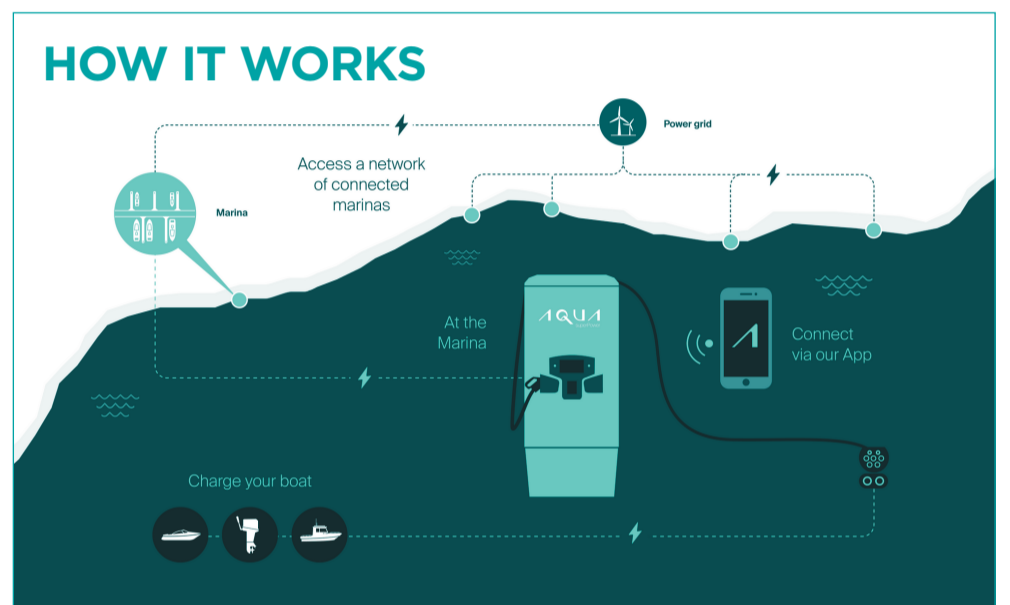
“If you don’t put the chargers in, the price of the boats is irrelevant as nobody is going to buy them.”

Alex Bamberg ,
CEO, Aqua superPower

The Aqua superPower 75 charging an Eelex 8000 in Sweden



Aqua 75 DC rapid charger at Tahoe City Marina



App showing charging points

collaboration to install electric boat charging stations in the marinas associated with the network.

In partnering with Assomarin, we will be able to develop fully connected marine fast-charging infrastructure along the entire Italian coast to service the growing number of electric boats.

Has there been a positive shift in the last 12 months?

Late last year I visited METSTRADE

2022 and early this year boot Düsseldorf. I was genuinely surprised by the very significant uptick in electrification by not only well-funded technology startups, but also established boatbuilders and marine businesses. This is extremely encouraging and the adoption into the market is without doubt accelerating faster than e-mobility in the automotive sector did in 2014-15. What this brings, of course, is enhanced quality and cost benefits to the end users, be it commercial and leisure, while being able to hit decarbonisation targets, as well as significant running cost advantages.

Additionally, technology markets will always accelerate once government legislation supports that segment and Aqua is now seeing genuine moves towards landlords adopting the critical infrastructure to make this happen.

“The adoption into the market is without doubt accelerating faster than e-mobility in the automotive sector did in 2014-15.”

Alex Bamberg ,
CEO, Aqua superPower



Aqua’s fully marinised superchargers at Club de Monaco

What lessons can the industry take from the EV market?

Our established experience tells us that close co-operation with boat brands (OEMs) and powertrain manufacturers is absolutely essential in delivering a no-apologies cleaner alternative to liquid carbon fuels.

There are several reasons why collaboration or a uniformed approach to the market is delivered. These include standardisation of certain technology protocols

and close liaison with the actual powertrain and battery manufacturers, ensuring best user and hassle-free experience while providing the most efficient fast charging that protects the batteries.

As the electric boat market grows, so does the need for reliable and accessible charging. This is why we are working with leading electric boat makers and industry partners on driving marine fast charging interoperability, safety, and compatibility standards. ■

LOOKING FOR COMMERCIAL PERFORMANCE?

YAMAHA: YOUR PERFECT PARTNER

With an extensive range of high thrust outboards providing ultimate control due to unique all-electronic systems, why consider anything else?

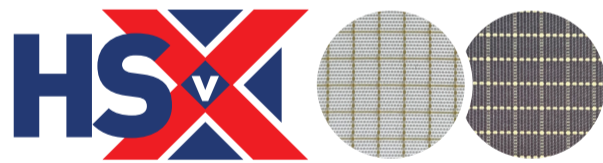


YAMAMA MOTOR SERVICES YAMALUBE

HSXV Premium Vectran® Hybrid - Grey.

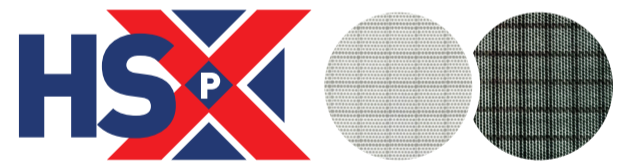
Bainbridge Sailcloth

Premium Vectran® Hybrid



Vectran® ripstop construction delivers an incredibly strong hybrid cloth with UV protection.

Premium Polyester



Available in 3 styles and 2 colours – Ripstop, Strong Fill and Strong Warp, White and Grey.

Cover Fabrics

Solacryl

Premium Marine Acrylic

- Appearance of traditional cover
- UV and fade resistant
- Mould and mildew resistant
- Range of rich colours
- 5 year warranty

SolaTX

Technical Xtreme Outdoor Fabrics

- Ideal for sprayhoods, biminis, and dinghy covers
- Low weight, breathable and watertight
- Xtreme strength and tearing resistance
- 1.92m full width for maximum cost savings and reduced seam requirements



Bainbridge

T : +44 (0)1489 776000
E : info@bainbridgeint.co.uk
W : bainbridgeint.com
facebook.com/bainbridgeint

Image: Lta Sailing, Kemp Sails.

KIWI CONNECTIONS



Westhaven Marina in Auckland is nearing completion of an extensive masterplan, which included additional berths and a new marina village

Is New Zealand's growing marina infrastructure reflecting increasing demand down under?

In New Zealand, several new and ongoing marina projects signal strong ongoing potential for leisure marine companies. Maryanne Edwards, the Global Marine Business Advisors (GMBA) representative for New Zealand, says new developments in the country will ensure the New Zealand marina industry is future proofed and can handle increasing domestic and global demand.

“The marina and boatyard industry in New Zealand is thriving,” Edwards says. “Kiwis turned to boating while the country's borders were closed in the covid years, celebrating the America's Cup and investing in boats instead of travel. Added to this, boosts for marine infrastructure prioritised by the government and private investors as part of covid recovery efforts has further lifted what

was already a healthy sector pre-pandemic.”

New Zealand has an expansive coastline but a relatively small population of around 5.5 million people, who own around 20,000 moored vessels at 50 marinas from the far north to the deep south.

Increasingly, Edwards says the industry is constrained by water space and the ability to expand, with strict regulations designed to protect the environment making the build of new operations challenging, if not impossible.

That said, new marinas are being built at Waiheke Island near Auckland and Whakatāne on the east coast of the North Island. “While the boutique Waiheke facility provides much needed berthage for Auckland's high-end fleet of

recreational boats, Whakatāne and Ōhope are strategic investments that ensure infrastructure for commercial vessels and boatbuilders,” explains Edwards.

Demand for berths is strong and many marinas maintain extensive waiting lists. Therefore, rather than build new facilities, Edwards says it is much more common to see marina and boatyards investing in expansions and reconfigurations. Along with this, the industry is progressing its environmental performance, and finding ways to work more efficiently in order to service the needs of the growing fleet.

Chris Galbraith, chair of the New Zealand Marina Operators Association (NZMOA) says: “Capital investment is a sure sign the sector is in good health and there has been

plenty over the past 12 months, both in water and land-based developments including haul out equipment.”

Queenstown enters stage two

The \$20 million Queenstown Marina officially opened at the end of 2022 – a significant development for Queenstown, a tourism town recognised for its natural beauty and ski fields.

Lakes Marina Projects partners Iraj Barabi, of the United States, and Alan Kirker, of Queenstown, opened the first stage of the project and its 85 new berths and 17 floating buildings in November 2022. The partners have recently announced plans for stage two, which will include around 85 more marina berths that will be available for occupation from March 2025. Construction of stage one was



Queenstown Marina plans (and below)



Queenstown Marina

“Marinas maintain extensive waiting lists. Rather than build new, it is much more common for marinas to invest in expansion”

Maryanne Edwards, GMBA

completed just as covid hit, and despite the timing, the interest for berths has been unprecedented over the last two years.

Construction of stage two, which includes the additional berths and electric charging for boats and vehicles, will begin mid 2023.

“Before we built the marina there were no facilities on Lake Wakatipu catering to larger vessels. Nautical tourism is on the rise and the marina has brought high net worth visitors and residents to the district because it can fully cater for boats over 14m,” says Kirker.

There are plans for additional investment to acquire a hydraulic boat trailer suitable for larger vessels, enabling boats to be pulled out of the water for essential repairs and maintenance. Lakes Marina Projects is working with the Queenstown Lakes District Council on provision of a large shed to safely house boats while the work is being carried out.

Eco development

While marina projects signal great opportunities, GMBA notes that covering insurance risks and the

cost of insurance is a challenge for the New Zealand industry. And like its international counterparts attracting and retaining staff, inflation, climate change and supply chain costs are also issues that the industry is facing.

Strong environmental policies and progressive regulations can mean that marinas and boatyards have to adapt their approach to meet changing requirements but NZMOA considers that this is an opportunity to uncover new and better ways of doing things and new business opportunities.

Galbraith says: “Marinas and boatyards are like an environmental gateway to make sure the impact of vessels through biofouling, maintenance and waste discharge is minimised, and New Zealand has been particularly innovative in this area, setting benchmarks both through the Clean Marinas programme and the strict environmental standards needed to construct or expand a new marina in recent years.”

Regeneration projects continue at a pace. Dovetailed with a strong startup culture and progressive environmentalism, the future for New Zealand’s marine industry looks bright. ■

www.gmba.blue



MARINA PROJECTS - NEW ZEALAND

North Island

Bay of Islands Marina is a relatively modern marina that was opened by Far North Holdings 22 years ago, but it is built around one of the oldest ports in New Zealand. In 2017, a 180-berth extension was added to the marina along with a 10,000m² land reclamation. In 2022 its boatyard was fully reconstructed and resurfaced, with significant operational and system improvements.

A new marina under the management of the Whangarei Marina team is under construction near the town basin. Okara Marina will have 114 berths ranging from 10-35m in length. Berths have sold quickly.

Auckland

A significant expansion of Orams Marine Village means this specialist superyacht facility is now home to 30 marine specialist businesses. The marina can accommodate boats up to 90m in length and it has an 820-tonne travel lift and a 600-tonne slipway.

Publicly owned Westhaven Marina remains one of the biggest marinas in the southern hemisphere with more than 1,800 berths. It is nearing the end of the delivery of an extensive masterplan, which includes more marina berths, a new marina village and charter base.

Half Moon Bay has been extensively refurbished and expanded. A new north pier features 94 berths that were all sold before construction began, bringing the total to 582. A new boatyard is serviced by an 85-tonne travel lift and offers an undercover work area for up to 24 vessels.

An important part of the solution to Auckland’s infrastructure shortage – Tamaki Marine Park is a new entrant to the market and offers a drystack, marina and haul out in a sheltered river location. Its haul out trailers can accommodate boats up to 60 tonnes and it offers large undercover sheds.

A new marina at Waiheke Island is under construction. Kennedy Point Marina will provide permanent berthage for approximately 180 recreational boats in fully serviced berths ranging from 10m to 25m in length. It features New Zealand’s first floating car park pontoon, designed by Swedish marina company, S F Marinas AB.

South Island

The second stage of Queenstown Marina will begin in 2023 and will include a suite of new commercial buildings available for occupation in 2025.

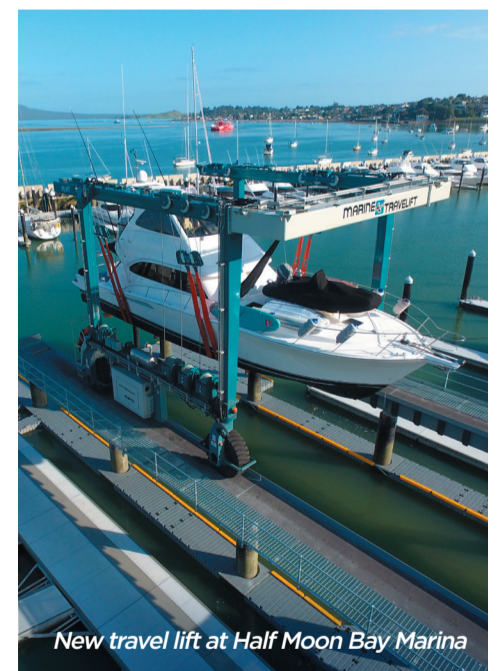
Since it was opened by the Lyttelton Port Company in May 2018, the 170-berth Te Ana Marina has breathed life back into Lyttelton’s west side waterfront. The marina was part of a recovery plan to assist Canterbury with recovering from two significant earthquakes, and opening up more waterfront space to the public of Christchurch.

A masterplan is now being finalised for Nelson Marina at the top of the South Island that will enable this operation to meet the needs of the region for the future. It includes reconfiguration of marina berths to meet excess demand for larger berth sizes and will ensure the existing water space is used optimally. The plan also includes a promenade, public space and potentially a new sea sports facility and dry stack.

East Coast

VesselWorks is a new operation in the Bay of Plenty region, that has been transformed through council investment to support the marine industry as part of the city’s economic strategy. The 3.4ha precinct provides 6300m² of hardstand and can lift boats up to 350 tonnes.

Te Rāhui Herenga Waka in Whakatāne will be the first marina owned by the Māori in New Zealand. It has received resource consent and is funded by government and local council as part of an economic development strategy and to support the city’s very successful boatbuilding industry. It will provide berths for around 70 commercial vessels, a haul out and boatyard, and a marine training school.



New travel lift at Half Moon Bay Marina



Alan Kirker and Iraj Barabi



MARINE EQUIPMENT DISTRIBUTOR



Photo credit | Sunseeker

Commercial & Leisure Marine Specialists

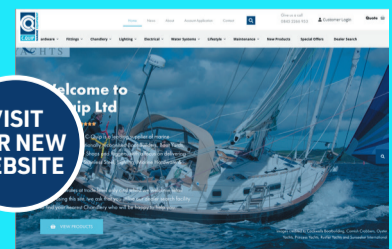
C.Quip deliver exceptional quality stainless steel, lighting, marine hardware and fittings.



Suppliers to:

- Boat Builders
- Boat Yards
- Marinas
- Chandlers
- Riggers

VISIT OUR NEW WEBSITE



SCAN ME

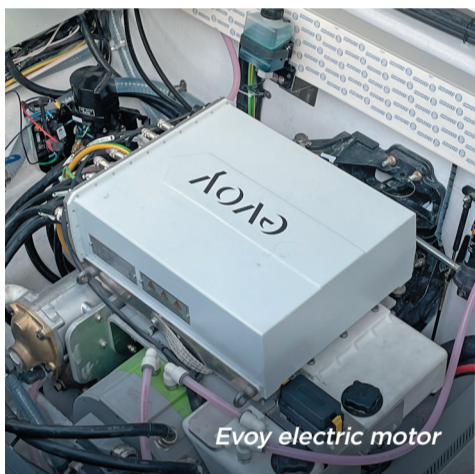
+44 (0)845 2266 953 / 954 | info@cquip.com | www.cquip.com



ELECTRIC PACE

A look at the exciting news and products in the electric marine market

Words: Jeff Butler



Evoy electric motor



Delphia now has a range of electric boats



As the season kicks off in Europe, the number of electric boats and motors is already well above the 2022 pace of development. With progress moving so quickly, it is impossible to catalogue every new boat, motor or collaboration entering the market. In this round up of electric marine news, *MIN* looks at a range of exciting products and ideas from both emerging startups and established legacy manufacturers.

Until recently, electric boats have largely been for those who want a quiet and clean boating experience with speed well down their list of priorities. This has begun to change, though, and the last 12 months has seen the introduction of faster boats and higher power motors.

Candela

The Candela 8 is probably the best known of these electric sportsboats. Since its release in early 2022, the model with computerised hydrofoiling technology at its core has clocked up over 150 orders. Demand is so great that Candela has partnered with Swedish EV maker Polestar for batteries and charging systems to be able to rapidly scale up production.

Candela is also due to launch its water taxi/ferry shuttle in Stockholm and the 150-passenger foiling ferry from Ireland-based

Artemis Technologies is scheduled to start its Belfast-Bangor service in 2024.

X Shore

Another Swedish company, X Shore, launched the X Shore 1 in Q3 2022 as a smaller and less expensive option to the Ealex 800, which debuted in 2019. The X Shore 1 is sportier at 6.5m (21ft), with a lower price point to broaden the market for electric boats. Like the Candela 8, it has a top speed of 30 knots and demand has been strong enough that CEO Jennie Keisu recently announced the order book is full for 2023.

Evoy

Rather than setting up to build complete boats with integrated drives, other boatbuilders have decided to enter the high-speed electric boat market by marrying their hulls with the high-power outboards or inboards from electric motor manufacturers such as Evoy and Vision Marine.

At 2022's Cannes Yachting Festival, the quiet speed of the Evoy Storm outboard (225kW ≈ 300hp) featured on an Axopar 25. Norwegian electric inboard and outboard motor manufacturer Evoy is now also partnering with Tideman, known for its rugged HPDE workboats, and French builder Iguana on a hydrofoil amphibious boat. On inboard development, Evoy is collaborating

with Norwegian boatbuilder Goldfish to incorporate its Hurricane inboard system on a X10 RIB utility boat. Evoy is also working with Italy-headquartered Performance Boats on its e801 speedboat and will connect a Hurricane 400hp+ all-electric inboard system with a Mercury Alpha sterndrive on the 8m (26ft) boat. The manufacturer says the model will reach speeds of 50+ knots.

RIBs and tenders

Vita Yachts, a marine technology company that develops high performance electric products, has reported a significant increase in demand for electric solutions for superyacht tenders as yachts move to reduce the environmental impact of their operations. For its 7m RIB Seal, as well as its Lion luxury runabout, Vita has built a proprietary electric propulsion system and has now set up a drivetrain division, which is providing the motors, batteries and software for Hodgdon Tenders in the US and UK superyacht tender builder Falcon for its upcoming Falcon E8.

RS Electric – a division of the RS Marine Group – has launched its Pulse 63 RIB with integrated electric drive. The boat was originally conceived as a coach boat for sailing clubs, but also has options and fittings for use as a workboat, tender or family leisure boat.

Global sailing competition SailGP used electric RIBs in operational roles as part of its sustainability push with Pulse 63s used in Plymouth, St Tropez and Cadiz for a combination of purposes including as media boats and as a coach boat for the SailGP Inspire programme (used for both coaching and tow foiling).

RIB manufacturer Highfield was one of the earliest advocates for electric potential and with a distributor network in 45 countries, the company is opting for what it calls 'an agnostic' approach to electric outboard suppliers. Depending on the market and the boat size, a Highfield can be purchased with outboards by ePropulsion, PureWatercraft or Mercury's new Avator 7.5e. It also introduced the world's first RIB with electric jet propulsion by New Zealand's ZeroJet.

The ZeroJet motor is designed as an option for OEMs, and in addition to Highfield, the manufacturer is working with companies including fellow New Zealand boatbuilder Offshore Cruising Tenders.

Beneteau Group

If you want a clear sign of electric motorboats gathering momentum then look no further than the largest boatbuilder in the world, Beneteau Group. Two of its more recently acquired brands have

The last 12 months has seen the introduction of faster electric boats and higher power motors



Candela P-12 ferry



The Candela 8



Vetus's air-cooled propulsion system

pivoted towards electrification. Delphia now has a two-boat range of electric-only boats and has committed to only building electric boats by 2024.

There is a new addition to the Four Winns range, too, the H2e, a 22ft (6.7m) bow rider powered by a 134kW Vision Marine outboard motor. This is a regular-looking sub-25ft bow rider, the likes of which you see thousands of across the waterways of north America, powered solely by electricity. Times are changing.

What's next?

Most of the aforementioned builders are likely to add to their stable this season and leading brands including Greenline have confirmed new electric and alternative propulsion models are imminent. American boatbuilder, Chris-Craft,

has also unveiled a prototype electric model, the Launch 25 GTe, which also has a sterndrive inboard-outboard configuration.

Bellini Nautica in Italy, which boasts the world's most complete collection of classic Riva boats, is partnering with Lanéva Electric Boats of Monaco to provide plug-and-play electric refits for legendary Riva runabouts including the Tritone, Ariston and Aquarama.

There are also number of electric boat manufacturers, which have been accepting orders for the past year and are scheduled to deliver in 2023. A case in point is Canada's Voltari, which has combined carbon fibre racing hulls with a high-performance electric drivetrain first demonstrated in 2012.

Arc One is a watersport tow boat

developed by alumni of the Space X rocket development team.

Alongside what Candela has in the pipeline, several other electric hydrofoiling boats are also poised to enter the market, including models from Edorado in the Netherlands and Navier in the US.

Jet drives

In the field of jet drives, classic boatbuilder Hinckley of Maine is using jets in a hybrid electric/diesel configuration developed with Twin Disc that allows the owner to use diesel to quickly get to offshore areas, and switch to electric when there to cruise in silence.

Another established US builder, Hacker-Craft, worked with Ingenuity Electric to provide the inboard propulsion for its 30-knot Hacker-Craft 27 Sport model. Ingenuity

Electric has now signed a multi-year supply agreement to provide and install all-electric drivetrains in new Hacker-Craft Boats.

In the UK, Pixii introduced the Pixii SP800 at last year's Green Tech Boat Show. The 8m (26ft) sport model, built using aluminium and other recyclable materials, has twin electric jets, battery packs with combined 150kWh energy capacity and gives an estimated top speed of 40 knots.

The high-power electric outboard of choice in the US is the E-Motion 180-e from Vision Marine Technologies. Axopar has also chosen the 180-e for its electric boats in the market.

Electric sail

Electric motors are making rapid inroads in the sailing sector.



Performance Boats' e801 powered by Evoy



Beneteau's First 44 is available as an electric hybrid



Candela's P-12 electric ferry is due to launch in Stockholm

It was only in August 2022 that the Arcona 415 became the first sailing yacht with an electric motor as the standard propulsion system. Now, a shortlist of other companies that have begun offering electric as an option includes Contest, Domani, Elan, Saffier, Spirit and X-Yachts.

Beneteau's Oceanis 30.1 is now available with all-electric propulsion and the First 44, which won a Boat Builder Award at METSTRADE for Environmental Improvement in Manufacturing Process, is available as an electric hybrid.

Spirit Yachts has revealed a significant uptick in customer interest in re-gen power options as well. Based in Suffolk on the east coast of the UK, Spirit is working with a few suppliers of re-gen technology and electric propulsion, testing new systems before fully committing. Currently in the mix is Torqeedo, Oceanvolt and lately ePropulsion (destined for the second Spirit 30).

Electric marine motors

Mercury Marine, one of the world's largest manufacturers of internal combustion engines, entered the world of electric motors with the Avator 7.5e (7.5kW

≈ 3.5hp), which will be followed by the 25e and 30e models.

There is also widespread talk that Honda will be releasing an electric outboard in the very near future. A prototype has been on display at more than one boat show, along with the swappable battery packs the company has made available for electric scooters.

ePropulsion, which has been building 1kW to 6kW electric outboards and pods since 2012 introduced its first inboard systems in 2022. The I-Series has 10, 20 and 40kW models with a larger H-100 (100kW) model engineered for boats 18-30m (60-90ft) with displacement up to 200 tons.

Torqeedo has a broad range of electric motors, from kayak outboards to the Deep Blue hybrid line with 25 to 100kW systems. The Munich-headquartered marine electric drive specialist is now working with Proton Motor Fuel Cell, which makes hydrogen fuel cells for electric trucks and buses, to offer

fuel cell range extenders for Deep Blue setups.

Vetus has been in electric motors since 1982, when it launched the world's first electric bow thruster for pleasure craft. After introducing an electric inboard in 2000, the company announced a range of three air-cooled propulsion systems for boats up to 8 metres in January 2023.

Oceanvolt, a pioneer in hydrogenation with its ServoProp saildrive, wrapped up 2022 by increasing power output from its modular AXC drives by about 20 per cent and completing a successful crowdfunding campaign with a total investment of almost €1.46 million.

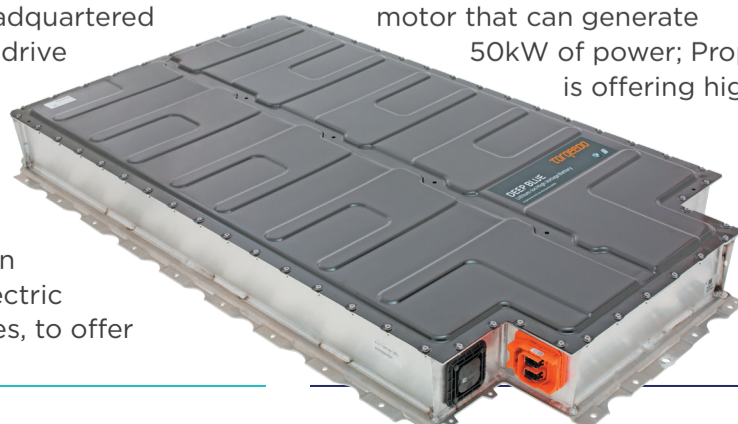
As for compelling new entries in electric boat motors, Germany-headquartered Molabo, has a 48V motor that can generate 50kW of power; Propel is offering high

efficiency axial flux motors in both inboard and outboard configurations, and RAD Propulsion has a unique design in which only the lower leg rotates, not the entire motor.

DewJet of Turkey has developed a range of electric outboards from 30-90kW (40-120hp), which use an axial flux motor with a thruster-like tunnel to increase power efficiency and reduce wake. And Finx Motors in France completed a €6 million funding round and has plans for a mass production facility to be in place by the end of 2023. Finx's innovative motor is patterned on the movement of a dolphin fin, using a membrane and pulsing motion to move water and propel the boat.

ThrustMe, Temo and Remigo have all produced lightweight electric motors for dinghies that deliver surprising acceleration with 1kW or less.

It is clear new products are coming thick and fast. Trends are changing. And as the options increase so too will the consumer adoption of electric and hybrid boating. ■



www.plugboats.com

ecobat

BATTERY

Batteries and beyond.

Experts in batteries, solar panels, chargers, inverters and accessories.

We stock leading brands, including:
SunPower, Rolls, Varta, Victron Energy, Solara, Solbian, Blue Sea Systems and CTEK.



VISIT US AT [ECOBATBATTERY.COM](http://ecobatbattery.com)

Ecobat Battery, 36a Vanguard Way, Battlefield Enterprise Park, Shrewsbury, SY1 3TG, UK
+44 (0)1743 218500 | is.info@ecobat.com

ULTRAFLEX

The brand you can rely on for steering & engine control systems



Control Cables



Engine Controls



Cable Steering



Hydraulic Steering



Hydraulic Hose



Steering Wheels

Stock up now for the new season with our high stock levels

For more information please visit
www.aquafax.co.uk





Are boat shows still as critical for the industry as ever?

During the past three years, the marine industry and its boat shows have had to adjust, pivot and finally re-emerge in a post-pandemic world. While many were concerned if boat shows would recover from such a hiatus, the industry has reacted positively since in-person events have been widely reinstated.

Appetite to connect and do business face-to-face remains high. And online tools that grew out of the 'stay-at-home' years appear largely to be enhancing rather than thwarting boat shows.

Mark Ring, head of events at British Marine, believes the face-to-face dynamic remains critical. "Visitor numbers for Southampton International Boat Show remained strong at the 2021 and 2022 shows, despite numbers being lower than in 2019, and a lot of our exhibitors reported their best ever years across these shows. So, there's no doubt that our visitors were there

with a purpose. They were there to have real conversations with exhibitors and to find real solutions to their needs."

Value added online?

During the lockdowns, many companies invested in improving their online presence. This, together with new apps, enhanced interactivity, and wider adoption of virtual reality appears to be reaping positive results.

"Visitors are now coming to shows to make real purchasing decisions and to enter into negotiations with manufacturers and dealers from much clearer and better-informed positions," Ring adds.

Ring acknowledges it isn't all smooth sailing though. "There have been a few sectors within the marine industry that have returned in fewer numbers post-pandemic because of the success of their online presence," he says. "This includes the chandlery sector and

we are actively exploring creative ways to re-establish a much greater chandlery offering within the show in September 2023."

What perhaps is more difficult to replicate online is the incubation of ideas, the sharing of trends and industry musings and the sourcing of new business opportunities.

Niels Klarenbeek, director of METSTRADe and ExCom member of IFBSO, says that in-person boat shows provide a vital resource for the industry: "There is no substitute for being on board and communicating directly with the vendor. It is no question that boat shows will continue to fulfil their essential role to support the growth of the recreational marine industry, including the marine equipment, materials and systems market."

Miles Moorhouse, head of marketing at Fairline, agrees that while new streams add value, boat shows are as important as ever.

"Key international boat shows remain an important part of the marketing mix. In 2022, post Covid, the Cannes and Southampton shows were outstanding, this trend continued at both Fort Lauderdale and Düsseldorf," says Moorhouse. "Alternate routes to market add value throughout the year, but certainly aren't a replacement for the big boat shows."

Similarly, UK boatbuilder Sunseeker sees its in-house Sunseeker Showcase invitation-only events as a string to the bow while principal boat shows remain pivotal. Bryan Jones, marketing manager at Sunseeker International, explains: "Boat shows remain a critical opportunity to exhibit models from across our range, including multiple new model launches every year. Boat shows deliver a 'shop window' for clients and prospects to physically experience our range whilst providing an opportunity to welcome and entertain guests face-to-face."



METSTRADE TV



Image courtesy of METSTRADE



DAME award winners



South Coast Boat Show



Southampton International Boat Show

“The pandemic drove innovation in alternative forms of marketing including digital launches and campaigns while our new Sunseeker Showcase facilities have added a more tailored approach for dealers hosting individual visits,” he adds. “Being able to meet owners personally at boat shows and private events globally is something we and dealer colleagues look forward to, more so now than ever before.”

While key industry shows remain a preferred platform to exhibit, research, sell and compare, Klarenbeek notes that brands are also placing more emphasis on networking. “Following the pandemic’s challenges, key industry stakeholders and associations have been telling us it’s more pivotal than ever for suppliers and buyers to connect with their industry peers,” Klarenbeek says. “In addition to the exhibition floor we have

allowed more space for networking opportunities and took on an even larger role in organising happy hours, networking breakfasts and festive occasions.”

Events have increasingly integrated more online technologies with several shows adding daily video updates across social channels, online appointment systems, virtual platforms, webinars, apps and forums to help connect businesses.

“METSTRADE 2022 had a jam-packed programme. To ensure our visitor audience could be fully updated on all that was on offer, we produced short recap videos (including exhibitor/visitor interviews) on our social media channels, capturing everything that was happening on the show floor,” Klarenbeek says.

Not all new online additions and features have fared well since in-

person shows returned though. METSTRADE TV was not brought back for 2022, with Klarenbeek noting that “the element of live TV makes less sense in a post pandemic show as our key audience is already engaged in the show.”

See and be seen

Chris Baird, CEO of New Zealand-headquartered Propspeed, believes that face-to-face networking is simply irreplaceable. “Exhibitions are critically important to the marine industry - and not necessarily for the product end users,” he says. “It’s really good for everyone to be in one place at one time. You need to be seen, for example, when trying to get OEM companies inside, they need to trip over you around the world and see the effort you’re putting in. They need to think ‘my customers will see them everywhere too’.”

Yet the cost of exhibiting, particularly for businesses that

You need to be seen, for example, when trying to get OEMs inside. They need to trip over you around the world.

Chris Baird, CEO of Propspeed

have to travel long distances to reach key European and US boat shows, is a factor. Several Australasian companies, for example, opted to exhibit at smaller, domestic shows in 2022 rather than the larger industry events in Europe and the US. The current demand for boats in Australia has taken the pressure off shows as a primary selling function in established markets, with some boatbuilders preferring smaller domestic and targeted events.

Baird is resolute, though, with regard to the importance of boat shows for his business. “Exhibitions are painful and



take time and effort. But it's still critically important for both the 'standard white boat' and commercial industries. It amazes me when our competitors don't go to METSTRADE and Ibx. Good luck to them."

Small yet mighty

Regional and targeted boat shows are also evolving – providing focused exhibits and closer-to-home events for consumers.

The UK's Green Tech Boat Show and the South Coast Boat Show (SCBS), both run by MDL Marinas, are riding on a positive wave of success.

Tim Mayer, MDL Marinas' sales and marketing director, notes that since 2019 when the South Coast Boat Show launched, attendance has risen from approximately 1400 visitors and 60 boats to expecting between 4,000 – 5000 visitors, 90 vessels and 40 land side exhibits in 2023.

Mayer believes upsides lie not just for the brokers and dealers but also for the customers when it comes to smaller, boutique boat shows.

"The smaller regional shows help bring families together to compare which boat is best for them, in a relaxed atmosphere, with a professional that is expecting them with the time and will to sell them the dream," Mayer says. "There are challenges reconciling the needs of regional and international brands but we feel we have the right combination allowing serious buyers the best route to purchase."

This year, the Green Tech Boat Show moves to Southampton to be held with the SCBS at MDL's Ocean Village Marina in Southampton. "When we started the Green Tech show in 2021 we had over 500 people visiting throughout the two-day show. Our vision was to bring together the marine community's innovators who were/are working

towards a greener future for boating. Move to 2023 and I believe manufacturers and the boat buying public are seeing sustainable boating as the way forward, and no longer a separate conversation. Therefore it made sense to move Green Tech Boat Show to Southampton, where we are able to give green marine technology greater visibility. A larger audience bringing the two shows together helps push the movement to change at a faster rate," says Mayer.

Mayer notes some procedural changes have also led to a better experience. "From conversations we have had over the last three to four years, dealers and brokers increasingly want a better way to demonstrate their products to serious buyers. This is why the South Coast and Green Tech Boat Show is open to the public but with the option for serious buyers who want to experience a high-quality range of boats to

book appointments via our online booking system. This allows buyers to make appointments to view specific boats on display or meet with individual exhibitors."

Show time

Demand for shows, in their various forms, is encouraging – as is the renewed appreciation of doing business in person. British Marine's Ring concludes that following the pandemic, connecting is even more important. "Buying a product can easily be achieved with a phone call or a mouse click, but that is exclusively a transaction. And what we've seen through our research at SIBS is that our customers are crying out for experiences rather than merely transactions. They want to go out and speak to the person in charge of that brand, the person who has crafted that product or developed that bit of technology, it is clear to me that boat shows are more important than ever." ■



TM

Aquafax

The UK's distributor of choice for marine & industrial equipment

INTRODUCING

HDS PRO

Forming the heart of the Ultimate Fishing System



LOWRANCE

www.lowrance.com

SAILING, SIMPLIFIED

NEW ZEUS S

The next generation of chartplotters in the B&G range



B&G

Marine Electronics for Sailing

Triton Edge Sailing Processor



The most advanced processor to hit the sailing market

B&G

Marine Electronics for Sailing



MASTERVOLT

Supporting your complete electrical system package & technical design.

SOUTH COAST & GREEN TECH
BOAT SHOW
MDL MARINAS

See us at the South Coast Boat Show
Stand 5 | 21st-23rd April | Southampton

For more information please visit www.aquafax.co.uk



Aquafax

Due east



Will marina developments in the eastern Mediterranean strengthen the region?

Regardless of the slight slow down in yacht sales activity, the development of new marinas in the eastern Mediterranean is strong. Several marina developments are nearing completion, and new plans are being made for improved infrastructure.

While Greece and Croatia are already well-established boating hotspots, improved infrastructure across the eastern Mediterranean is expected to attract even more boats, prime new destinations for charter and cruising and create growth potential in sectors such as refit and maintenance.

Corfu capitalises

Following its takeover by CVC Capital Partners, D-Marin continues to expand and upgrade its chain of marinas in the Mediterranean. The company currently has berth extension projects in four of its existing marinas. The largest of which is in Gouvia, Corfu, where

D-Marin will add more than 100 new berths to the facility.

D-Marin CEO, Oliver Dörschuck, says: "The work at Gouvia Marina has already started with one of the main piers, and further works are in preparation. We intend to have the 100+ new berths available to our customers in 2024." A second development phase is understood to include the construction and installation of new piers Lima 2, Uniform, Theta and Zed.

"Our experience at D-Marin is that the market in the Mediterranean is still very strong and we are yet to observe softening within our marinas," explains Dörschuck.

"As a result, our ambition to grow the number of marinas in the D-Marin network is still at the forefront of our strategy. D-Marin has multiple tender submissions and ongoing discussions with marina owners throughout the

eastern Mediterranean and beyond as we look to expand."

Boris Miškić, Global Marine Business Advisors' (GMBA) Croatia representative is buoyed by the flow and progress of projects in the region. Miškić flags another development in Corfu – the Master Plan of the Port of Corfu – which again highlights the "region's superyacht sector growth".

The Master Plan of the Port of Corfu includes the development of a greenfield megayacht marina. The project includes the construction of a new superyacht marina with 94 berths designed for yachts up to 140 metres (m).

Croatia sees large investment

Currently the largest marina construction site on the Adriatic is located at Polesana Marina in Pula, Croatia. "The first phase of the marina will be completed in spring 2023, with a total of 450 berths,

One of the most exciting emerging developments is expected from Albania, where in addition to several smaller marinas, the port of Durres reconstruction has huge potential

of which 70 superyacht berths will be able to accommodate yachts over 25m," says Miškić. The marina is part of the new Marina 21 group. Investor Kermas Istra also plans to develop a new service centre with 350 berths once this first phase of Polesana is completed.

"We are seeing a trend towards consolidation," says Miškić, "and investment is being seen across the region, with heavyweight investment funds entering the market."

The concession for the construction of a new marina in



D-Marin Gouvia will have an additional 100 berths



The proposed marina Rijeka development



the center of Rijeka in Croatia was awarded to ACI-Gitone, a company founded by the German Lürssen group, the world's largest manufacturer of luxury yachts, and the largest chain of marinas in the Mediterranean – ACI. According to ACI, the construction of the ACI Marina Rijeka in the area of Porto Baroš, represents the largest investment in Croatian nautical tourism on record.

ACI-Gitone says the ACI Marina Rijeka will provide Croatia with the most 'technologically advanced marina in the Mediterranean' and will take into account 'the development of new ship propulsion technologies, digitisation, autonomous or partially autonomous navigation, as well as alternative ship propulsion such as hydrogen or electricity'.

Also in Croatia, Marina Drage – the first marina in private investor VV Projects' portfolio – close to Zadar is nearing completion. The new boutique marina will include 200 berths, a service centre and a restaurant. Such is the demand for berths, the marina is already partially filled with boats prior to completion.

Cyprus pushes on

In Cyprus, after pausing for several years, Paralimni marina is continuing construction. Investor, PMV Maritime Holdings, announced the opening of the resort with a yacht club with 300 new berths for luxury yachts up to 25m in length by the end of 2023.

In addition to Paralimni, works on the reconstruction of the entire port of Larnaca are also scheduled to start in 2023. The port is being expanded with the construction of new breakwaters as well as the addition of new residential and tourist facilities. Investor Kition Ocean Holdings also plans to build a new luxury marina with 600 berths, of which 80 berths will accommodate yachts up to 100m.

Albania grows

Miškić says large developments are expected in Albania, where in addition to several smaller marina projects along the undeveloped Albanian coast, the mega project for the reconstruction of the port of Durres has huge potential. "Eagle Hills from Abu Dhabi plans to invest over \$2.5 billion in the reconstruction of the harbour, which, in addition to construction on the shore, will turn a large part

of the port into a marina for yachts and superyachts," says Miškić. He adds that the undeveloped Albanian coast could provide new boating and charter routes and great potential in terms of connected marine businesses.

In Kotor marina, Montenegro, improvements to the quay wall, an extension of the existing floating breakwater and the installation of three floating piers is ongoing. Upon completion, which is scheduled for April 2023, the new marina will accommodate a total of 142 yachts, including six superyacht berths for craft up to 60m in length.

Miškić says: "And on the other, southern shores of the Mediterranean, Marassi marina in Egypt, Bizerte in Tunisia, and Bay D'Alger in Algeria, are already in the later stages of completion, and will certainly provide new quality routes for boaters. It will be extremely interesting to follow the development of nautical business in the countries of the Eastern Mediterranean and North Africa. For some of the less frequented countries, new marinas open up space for a completely new branch of business and provide



Oliver Dorschuck, CEO, D-Marin

an increase in the number of well-paid jobs. Developers know that additional services related to boats will be required. There will inevitably be a need for servicing and maintenance of the vessels, as well as new restaurants, shops, and hotel facilities."

The region's capacity to accommodate larger yachts in greater numbers is growing. And, marinas in newer charter and boating destinations hold great potential. Time will tell if these projects will bring about a raft of new business opportunities. ■

www.gmba.blue



Credit: Nikolas Komiris

SPECIALIST MARINE COMMUNICATIONS

- design
- public relations
- crisis comms
- media buying
- digital advertising
- social media
- content creation

maa.

maa.agency | info@maa.agency | +44 (0)23 9252 2044

A-plan
insurance
// a howden company

**commercial
marine**

Expert advice
Specialist knowledge



Contact the experts

Tel **01905 930760** | www.aplan.co.uk

email worcestercommercial@aplan.co.uk

™
ASAP
Supplies

PROUD DISTRIBUTORS OF

 **QUICK**®

**Quality nautical equipment
and marine lighting**

**Quick DP2L
770 Vertical
Windlass Kit**

Quick®
Nautical Equipment

Rope & chain on
a single gypsy

Small & compact

350W, perfect for
smaller boats up to 8M

Supplied as a kit



Quick®
MARINE LIGHTING

 www.asap-supplies.com

 01502 716993

 info@asap-supplies.com

Plug & play

Veer has been designed to support Mercury's Avator electric propulsion and is pitched at a new, modern type of boater



The Veer X13 with Mercury Marine's Avator 7.5e electric outboard

Brunswick talks Mercury's electric outboards and its electric push with the new Veer boat line

In January 2023, recreational boating giant Brunswick launched a new boat brand – Veer – and a series of electric outboards from Mercury Marine in its latest electrification expansion.

Mercury Marine, a division of Brunswick Corporation, launched the Avator 7.5e electric outboard – one of five variants of the low-voltage outboard slated for launch this year – to 'meet the demand for smaller electrified products'. Andrew Przybyl, programme manager and engineer at Mercury Marine, says: "We set out to develop a 48V platform of outboards that cater to all kinds of small vessels. Using industry-first transverse flux motor technology, it delivers 750W, producing speed and acceleration similar to Mercury's 3.5hp FourStroke."

According to Mercury, swappable batteries, a quick-connect mounting system and intuitive controls make setup and operation a good fit for younger owners and the new-to-boating market.

"It is a lot like a cordless tool, click-and-go, there are no cords or wires to hook up," Przybyl adds.

Next gen - Veer

A number of Brunswick division boats are scheduled to launch incorporating the electric outboards, including the new Veer brand. The first Veer model, the X13, is a 13ft 'multi-tool vessel' designed to appeal to the next generation of boaters. "Our vision is to democratise boating by being more approachable and

appealing to new audiences – through simplicity, design, electric propulsion, low maintenance and overall value proposition. The initial boat is to bridge the current market gap between a kayak and a boat," says Matthew Atilano, director of strategy at Veer.

Available for order now, Atilano says he expects deliveries of the Veer X13 to start in spring 2023. "We are preparing for production and building our dealer network," he adds.

Atilano notes the growing number of bodies of water that are now subject to emission restrictions as a factor for boaters and wider electric marine adoption. "The options available to consumers to get out and enjoy these bodies of water today are limited. And, for non-restricted bodies, electric propulsion fits many typical use cases with several advantages over internal combustion engines (ICE)," Atilano says.

The Veer X13 is marketed as a 'Swiss army knife' type vessel, enabling multiple usages such as fishing, diving and adventuring. It is also lightweight enough to be towed by a small SUV.

Challenge accepted

While the marine industry is embracing electrification, evolution comes with its challenges.

Brunswick's chief technology officer, Alexandra Cattelan, explains: "There are limits to the practical applications of electrification systems in marine

products. Examples of some of the challenges include higher power consumption and weight sensitivity of larger vessels, water exposure and salt exposure."

Similarly to the electric automotive market, range anxiety has proved to be a sticking point. Brunswick says the Avator has been developed with an easy-to-swap water-resistant battery, enabling boaters to carry additional batteries if they wish to travel further distances.

"We are also launching Fathom ePower," says Cattelan, "Our next generation of integrated, lithium-ion auxiliary energy and power management systems that eliminate the need for portable generators. These systems offer advanced digital control and monitoring of vessel electrical power consumption, delivering information on demand and providing control for the user, through a user interface and app. The battery system can be charged with off board power or an optional 48V generator on the Mercury V10 engine."

AI, electric & connectivity

Brunswick-owned businesses such as Freedom Boat Club provide important showcases for Brunswick's autonomy/assistance,

connectivity, electrification and shared access (ACES) strategy.

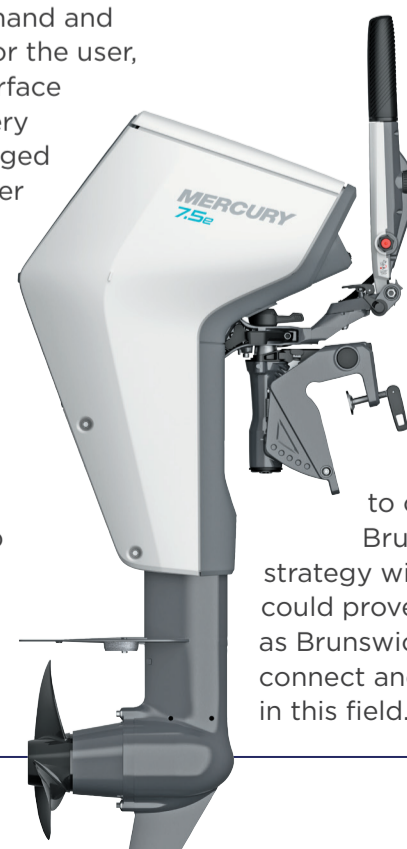
"Freedom Boat Club expands boating participation and attracts new demographics," explains Cattelan. "In addition, Freedom Boat Club provides unique opportunities to introduce and scale the implementation of ACE technologies including electrified products and supporting infrastructure."

Brunswick is also developing AI technologies in tandem with electric power and internet connectivity.

"Our strategy combines our deep understanding of consumer insights with the development models needed to redefine marine autonomy/driver assistance, connectivity, electrification and shared access," says Cattelan.

"Ultimately, our objective is to bring ACES technology to the consumer in ways that elevate and simplify boating for boaters of all proficiency levels."

It will be interesting to watch how the market embraces the Veer boat and its siblings in the months to come. The evolution of Brunswick's electrification strategy will also play out and could prove particularly significant as Brunswick-owned businesses connect and expand their offerings in this field. ■





Five great reasons to join and benefit from British Marine membership

- 1** A National Agenda focused on members' top priorities with transparent plans and objectives
- 2** Core benefits package for all members aimed at helping your business to thrive, delivered by marine industry specialists
- 3** Marine industry and sector specific representation that is alert to the rapidly changing economic, political and social landscape
- 4** Unrivalled networking and business development opportunities, nationally and internationally
- 5** Free and low cost online courses to upskill and retain your staff, plus sector specific training and careers pathways

To learn more, please contact our team:

- email info@britishmarine.co.uk, or
- call 01784 473377
- britishmarine.co.uk

WELCOME ONBOARD!

BOATING MADE SIMPLE



If you're passionate about boating, looking for an enjoyable lifestyle and are interested in owning a business with real growth potential, Freedom Boat Club is the perfect fit.

The Freedom Boat Club Franchise is a shared boat access program that offers its members a hassle-free boating experience, offering reciprocal access across the world.

No other boat club franchise offers its members such a great lifestyle on the water with a wide-range access to boats and training on a global level.

We have grown to be the largest network of boat clubs worldwide with over 380 global locations and over 85,000 members with ambitious plans to expand across Europe.



Who ever said you can't combine work with pleasure?

Are you passionate about boating and interested to start your own company in the leisure boating industry?

If yes, get in touch for more information:

Leontien Moulijn

EMEA Franchise Development Manager

Freedom Boat Club

leontien.moulijn@brunswick.com

www.freedomboatclubfranchise.com

BRUNSWICK™