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MARINE INDUSTRY NEWS

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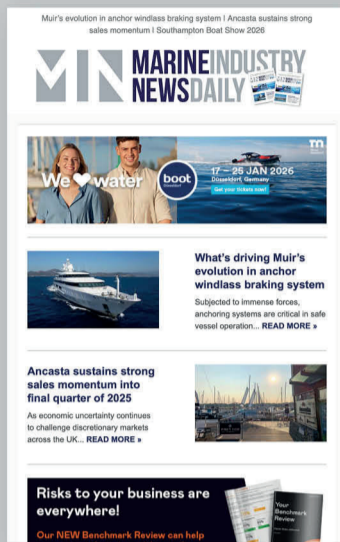


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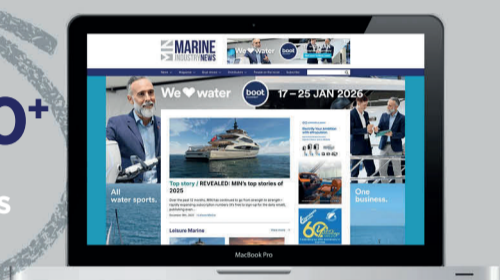


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The global marine industry enters 2026 with a mix of cautious optimism and hard-edged realism. While there is a sense that the market is slowly finding its footing, few illusions remain about the challenges ahead. Tariffs, shifting markets and uneven consumer demand continue to weigh decision making.

Yet, marine businesses are being shaped as much by reinvention as by resilience - *MIN* sits down with leading stakeholders to find out what is driving their sectors (page 12). Plus, discover how DAME winner LXNAV intends to scale up its marine arm (page 17).

Italian shipyards also reflect on changing supplier relationships reinvigorating their business landscape (page 4), and boot Düsseldorf show director, Petros Michelidakis (page 9) provides news on the event and new tech.

And if new markets and advancing technologies are reflective of a market in recalibration rather than retreat, marine is in good hands - read the latest from Savvy Navvy (page 29) and find *MIN*'s reports on the leisure marine markets of Saudi Arabia (page 21) and Finland (page 25) in this issue.

The *MIN* team wishes all our readers a prosperous 2026 and we look forward to seeing you at this year's boat shows and events.

Chantal

Supply and demand



Italian boatbuilders warn suppliers: the shake-up is already here

The mood inside Italy's leading boatyards is shifting. As global demand steadies and new competitors enter the marine sector, long-standing suppliers are being warned: the era of guaranteed business is over. From mass-market changes to the rising influence of innovation-driven newcomers, Italian yacht builders say the future now hinges on flexibility, global support, and a partnership mentality – not simply selling components.

"The market has changed," says Marco Valle, CEO of Azimut-Benetti Group. He's warning suppliers to the renowned Italian builder – and other boat yards – that they need to be wary of what's to come.

"They have to consider the fact that a yard can find, and are looking for, alternatives. Suppliers cannot take themselves for granted."

Valle comes across as positive. But, as he says, when the number of boat sales decreases, margins decrease. To survive, yards will have to find alternatives in order to keep market share, and to keep sales.

"Suppliers will either follow this strategy or will suffer more than the yard."

Traditional suppliers face a shifting market

Other industries are in more difficulties than the yachting industry – and it won't be long before suppliers in those start eyeing boats – and their builders.

"From automotive, design and from furniture, they are already proposing alternatives," Valle says.

"Suppliers that have been working for 30 years, saying 'nobody can touch my area because I'm protected' need to consider it's not really the case anymore. [Existing] suppliers [need to] try to change their mentality. In a difficult period, new competitors will come inside the industry. They are approaching all our brands."

Global service networks now a non-negotiable requirement

Wherever they come from, Valle's looking for reliability. And the gold star: "Can they provide the proper service to all of our clients?"

It all comes down to the international market when a company's selling 250+ boats worldwide per year.

While he acknowledges that the scale is small compared with other industries, his clients are spread across global hotspots like Portofino, Singapore, and

Acapulco, using the same components. The company must ensure that if something fails, it is promptly addressed.

"In the past, we had some small suppliers but they failed because they were not able to provide the proper service."

Now service centres have been established in key regions worldwide, supported by agreements with local partners. At the same time, suppliers are expected to maintain a presence at major hubs, with the company's support, to deliver the necessary service and maintenance.

Cranchi prepares for future markets with an open-door approach

In 2015, Cranchi – nestled in the Italian Alps – decided to reset "everything." In collaboration with yacht designer Christian Grande, the company reinvented itself to offer high-quality luxury motorboats up to 25 metres.

Now the company's looking to further develop markets in Japan and Thailand while also looking at Taiwan, South Korea and Vietnam.

Guido Cranchi (CEO) says he's giving the latter markets a lot of attention "because we have to think about the future. People in



As global demand steadies and new competitors enter the marine sector, long-standing suppliers are being warned: the era of guaranteed business is over.

Marco Valle, Azimut-Benetti

Taiwan have a lot of money and they want to explore this world."

He's open to new suppliers. "As technology is looking forward, as the world is continuously changing, the doors are completely open.

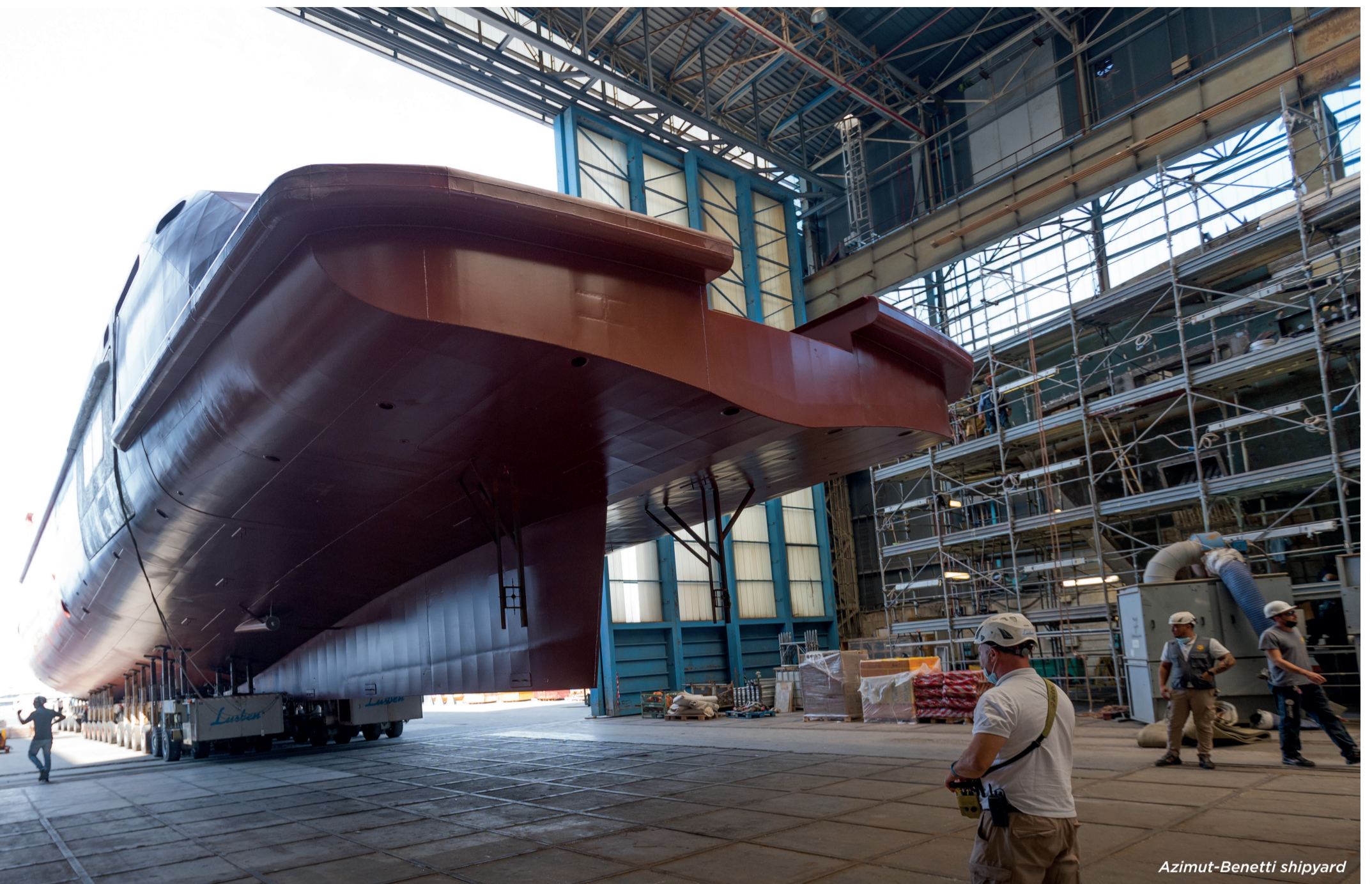
"If someone approaches us, and they make something that we already have, we never say 'no' [to the conversation]. Price is not so important. Most important is quality."

Again, worldwide service is key. "The boat owner needs a supplier that is ready to 'fix it' where he is." That affects Cranchi's decision on which supplier to "keep for the future – or not."

Long-term partnerships prove their value

Cranchi has been in partnership with Volvo Penta for many years.

Filippo Lucini, production manager of plant one, says his grandfather



Azimut-Benetti shipyard

made “a huge trip from Lake Como to Sweden by car to buy his first engine.” On arrival at Volvo, his grandfather was mis-identified as a merchandising supplier and told to go the warehouse. That sorted, the president of Volvo upsold him - from 15 to 20 (and then 25) engines ... with a respectable discount.

“This is a partnership,” Lucini says of the enduring relationship. “There are tough periods, good periods, but a good partner is a good partner always. We create this because we are very serious. You have to be serious because you have 250, and in the past 400, families to feed.

“If you don’t want to [be serious], don’t be Cranchi.”

Collaboration between Cantieri di Pisa and Mariotti raises the bar

Cantieri di Pisa and the Mariotti Group recently entered into a collaboration to build large luxury yachts. The idea is to combine Cantieri di Pisa’s expertise in luxury yacht design and quality control with Mariotti’s shipbuilding capabilities. And the expected outcome? Vessels over 70 metres - ready to compete with Dutch and German builders.

Mariotti - which builds cruise liners, naval, and other commercial

“As technology is looking forward, as the world is continuously changing, the doors are completely open. If someone approaches us, and they make something that we already have, we never say ‘no’ [to the conversation]. Price is not so important. Most important is quality.”

Guido Cranchi, Cranchi

vessels - will harness its industrial approach and apply it to yacht building while maintaining artisanal quality.

Marco Ghiglione, Mariotti’s CEO, says both companies are quite flexible. But like Cranchi he emphasises they need partners, not just suppliers, to ensure quality and reliability.

He explains a platform is being created to share suppliers between projects. Cantieri di Pisa will act as an arbitrator and quality supervisor, and within that it’ll select the best suppliers for each component to maintain quality.

Boatbuilders rely on trade fairs to spot emerging technologies

“We’re not in a position to



Guido Cranchi, Cranchi



Marco Valle, Azimut-Benetti



Marco Ghiglione, Mariotti



Nicola Antonelli, Sacs Tecnorib



Egidio Bisson, Baglietto



Isabella Picco, Tankoa Yachts

influence the macro system or suppliers – we can't say 'let's move to electric or hydrogen' and move the industry. That's because we're mostly assembling components," says Nicola Antonelli, chief marketing officer, Sacs Tecnorib.

"Our approach is choosing the best suppliers with the best materials and policies. New technologies usually come down from the superyacht industry to mid-size or small boats, and we're ready to follow these technologies immediately."

Antonelli notes that there are a lot of developments from technical creatives, who can sometimes struggle with translating their achievements into marketing.

This means that Sacs Tecnorib stays really attentive to new proposals – whether that's through people handing over their card or sending emails, "to whatever". Listening to everyone is the only way possible to find these gems, he says.

Both the company's production and R&D teams scout the most important marine fairs.

"This is normal for everyone. We had six or eight people in Metstrade for example. This is our way – listening to [conversations about] things coming from scratch, new opportunities, and being open to these kinds of people."

Younger owners drive demand for sustainable materials

Baglietto, an Italian shipyard with 170 years of experience, specialises in custom luxury yachts. It's also innovating – investing heavily into hydrogen (it's developed a hydrogen-powered system with Siemens Energy that extracts hydrogen from seawater).

It markets itself on its high customisation capabilities and maintains close relationships with owners throughout the yacht's lifecycle. Past clients include Pope Leo XIII, the Prince of Monaco, and various royalty.

Right now, the company's looking for materials to go onboard which won't impact the environment, says Egidio Bisson, executive director.

"For example, we are trying to find a different kind of wood for the

floor, the exterior, instead of teak. But this depends on the owner. Owners that are below 50 years old ask to have special attention on the materials, for the environment."

Networking fuels innovation and product discovery

Isabella Picco recently joined Tankoa Yachts as head of marketing and communication.

The shipyard has undergone significant growth over the past couple of years – it expanded by acquiring a large area in Civitavecchia near Rome, which allows it to control the entire yacht construction process in-house. Ten yachts can now be built simultaneously with three to four yachts being delivered a year.

Despite this expansion, Tankoa aims to remain a 'boutique shipyard' focused on quality and customer relationships.

It takes a custom approach to yacht building, working with different designers to satisfy client preferences, and is committed to innovation and sustainability. Most recently it's been testing

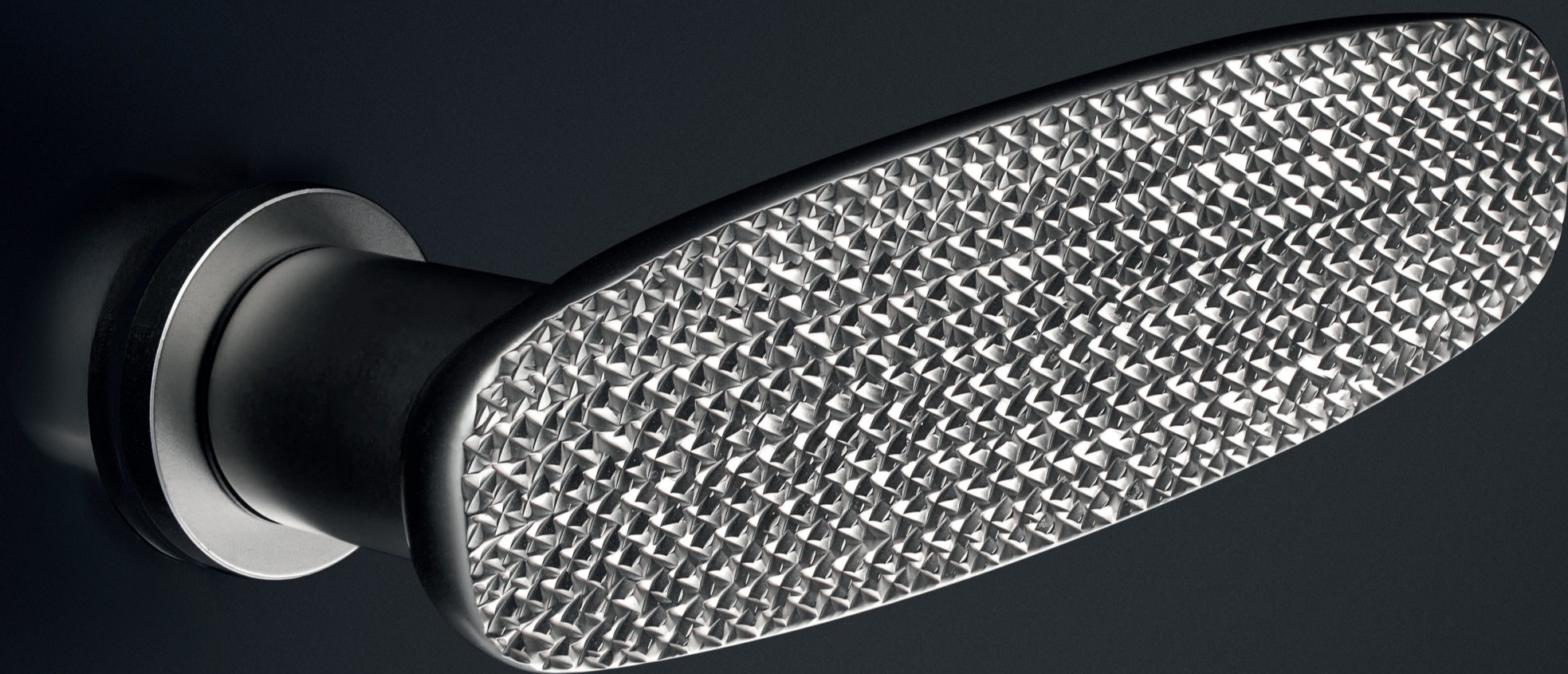
an organic antifoul – developed by a company in Genoa – which it is then looking to roll out onto other vessels.

"All of us are very focused on innovation," says Picco, "for two reasons. One is from a technical point of view – innovation can help in building, in saving time, in saving cost, and in keeping quality very high. The second reason is that owners ask for innovation."

She cites looking for environmentally friendly outcomes and says that learning about innovations depends on attending seminars, meeting people – networking. "In this way you have ideas."

Whether it's innovation, service reach, sustainability, or sheer reliability, Italy's yacht builders are aligning around the same message: the future belongs to suppliers who act like partners and who can support owners anywhere in the world. As new competitors enter the market and expectations reset, only those willing to adapt will find a place on tomorrow's boats. ■

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boot Düsseldorf



Petros Michelidakis

boot Düsseldorf's director on artificial intelligence, market shifts and the future of boating

As the marine industry faces economic headwinds, shifting consumer behaviour and a new wave of technology, one question sits at the centre of every trade conversation: what role do boat shows now play? For Petros Michelidakis, show director at boot Düsseldorf the answer is clear. Trade shows aren't fading, they are evolving, becoming more community-driven, more strategic, and more essential than ever.

From the blurred lines between B2B and B2C, to the rise of AI and the return of major exhibitors, Michelidakis argues that shows remain the "living market" where the industry resets itself each year.

And he very much hopes that no one has the time to read his thoughts on this during the days which boot Düsseldorf is open.

"I hope that they will be involved talking with clients," he says.

Comparisons between Metstrade and boot Düsseldorf come up every year, but Michelidakis is quick to clarify the distinction.

"Metstrade is a B2B show, and boot Düsseldorf is a B2C show," he says. "We are B2B when it comes to boat dealers, for instance, when they want to come and see what's around. But, I always say, in Mets you see all the things which make a boat at the end, but you see the boat in Düsseldorf."

The latter, he says, benefits from being a community hub — where sailors, divers, charter operators, coaches, and dealers all collide.

The 'soft closing' events introduced in 2025 proved how important that community is.

"They were running around searching for products until six o'clock," he says, "and at six o'clock they all went to the

stages for a happy hour beer or a coffee and meeting friends."

AI isn't replacing shows - it's making them smarter

Community is precisely what's needed when AI is reshaping everything else, from navigation to customer behaviour. "AI is part of any segment of our life so, of course, also boating," Michelidakis says.

"But in my opinion it's supporting a show, any show, not only ours, if we put the right information on the right platforms. I don't think that a show will be influenced by AI because as long as people are creating the shows, the shows are more and more personalised."

Ultimately, shows remain human experiences and that's the point. "The target is always to have a personalised offer for the visitors," he says. "The visitors in this case are the main target."

As the marine industry faces economic headwinds, shifting consumer behaviour and a new wave of technology, one question sits at the centre of every trade conversation: what role do boat shows now play?

Market trends: large yachts strong, but small boats are selling too

The industry has spent 12 months talking about larger yachts dominating sales, but Michelidakis believes the picture is more balanced than it seems.

"Large yachts are more in favour at the moment because the part of society that can afford them is spending," he says. Rising financial costs, geopolitical uncertainty and the behaviour of politicians have made other buyers more cautious. He expects a rebound.



boot Düsseldorf - Image courtesy of Messe Düsseldorf / cillmann

“People start thinking that they have one life, they want to be rewarded for the lifetime of work they have done,” he says. “Of course they buy a boat or they charter the boat they always wanted.

“This year hall number three is fully booked – 20,000 square metres – with boats up to 10 metres.”

“If somebody has the right offer in the small boat section, he is doing business. Maybe not as much as during covid, but he is still doing business. The market will become better.”

“People start thinking that they have one life, they want to be rewarded for the lifetime of work they have done.”

**Petros Michelidakis,
boot Düsseldorf**

Helping consumers fulfil dreams of owning a sailing boat

Research conducted by the organisers prior to the show indicates that many people desire a sailboat, but for whatever reason are unable to realise that dream.

Michelidakis says dealers and shows need to help them fulfil their ideal. Forty per cent of respondents to a survey (drawn from circa 80,000 who obtained German boat licences in 2024) said they took their licence so they could buy a boat, and of that sub-set, 53 per cent are looking at a sailing boat (both sailing halls are full).

“But what we know is from the 53 per cent, we lose at least 40 per cent. Because at the end it’s 80 per cent [buying a] motor boat, 20 per cent sailing boat.

“They say, ‘in my head, I want to

own a sailing boat’. At the end they don’t. They own a motor boat.

“And the sailing boat industry is suffering at the moment, very much.”

Motor appears to dominate sail when it comes to getting new consumers into the marine world. “The easiest thing is to check your budget and go and buy a motor boat,” Michelidakis says. “That’s why motor boat is winning. It’s more convenient.”

This aggravates him. Michelidakis is very keen that the sailing sector is well supported, not least because he believes that those who learn to sail first, are generally better mannered on the water.

How boot Düsseldorf supports builders in difficult times

The support the show offers boatbuilders is beyond logistics.

“The main support is the organisation,” he says, and marketing reach is a crucial part of that structure.

“We have a media reach of 1.2 billion after boot Düsseldorf every year. Organisers track the strategies of exhibitors, then align their campaigns to those messages. The show also provides visibility for emerging sectors – particularly electric boats and alternative propulsion.”

Plus, he says: “We try to get the politicians there, the decision makers... so they understand how important it is and they take the right decisions.”

boot Düsseldorf also focuses on attracting new water sports enthusiasts to help grow the long-term customer base. “These are the future clients of the shipyards. This is another way of helping.”



“We try to get the politicians there, the decision makers... so they understand how important it is and they take the right decisions.”

**Petros Michelidakis,
boot Düsseldorf**

Exhibitors are returning – and new ones keep coming

The 2025 edition saw a wave of new exhibitors, with many planning to return in 2026. Michelidakis reports that this pattern is continuing.

“We always have about 180 new exhibitors on every show – about 10 per cent of the total surface area. Some attend every second year, but the churn is healthy.”

And crucially, several major names that skipped previous editions are back.

“Bavaria and Hanse,” he says. “Sunbeam is back... We have Bali catamarans, Lagoon back with catamarans. And we have also back fleet operators... and one big player in diving.”

The recovery of the charter and sailing sectors is especially

meaningful. “Where we really had a problem was charter and sailing boats, and they are here now.”

But his closing message is more reflective.

“People sometimes are so disappointed,” he says.

“My wish is that the market is slowly coming back and that boot Düsseldorf will prove again that it’s an existing, alive market with good potential for the next years.” ■

MIN will be on the ground and networking at boot Düsseldorf and all the key 2026 spring boat shows. Contact mike@maa.agency to arrange a meeting.

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Tariffs, tech and a new generation

What's really shaping the sector in 2026?

The global marine industry is entering 2026 with a blend of cautious optimism and hard-edged realism. Across the sector, leaders paint a picture of a market slowly recovering but still wrestling with tariffs, cash pressures and uneven consumer demand.

Electric propulsion is gaining momentum, the rental and experience economy is strong in marine but fighting for visibility elsewhere, and several brands are doubling down on new technologies to engage customers who no longer want to own traditional boats at all. The message is consistent: growth is possible, but only for companies willing to diversify, educate new audiences, and rethink how boating fits into a changing world.

MIN sat down with exhibitors and speakers at Metstrade 2025 to find out what's shaping their particular specialities, and what they see coming in 2026.

Andrew Scott, chief operating officer, Quantum Sails (sailmaker)



Tariffs in the United States has been a big challenge, but we primarily do most of our production overseas in Sri Lanka and Malaysia and so all the tariffs from those countries haven't changed into Europe. We've always been very flexible there. We have a good production facility in Spain

"We're focused on a high-quality, high-performance type sail and a high-performance type sailor and that doesn't necessarily mean he has to be racing a TP52."

(Palma) so they've been able to continue to operate normally.

Opportunities are in continuing to build racing and cruising sales for the general market. We're focused on a high-quality, high-performance type sail and a high-performance type sailor and that doesn't necessarily mean he has to be racing a TP52. He could be wanting to do something amazing with his cruising. Our focus is delivering a high-level service and not just delivering a white triangle to somebody.

We're expanding into Europe more than we ever have, so we have a

clear focus and push to expand our European operations and where we are all based around Europe.

Cheryl Brown, managing director, Le Boat (boat rental)



We've got all of the issues with the economy right now. Tariffs are hurting our business. Boatbuilders are potentially sitting on too much stock. We can't get enough



Metstrade © martijnvleeuwen.nl



Cheryl Brown, MD, Le Boat addresses Metstrade



Metstrade networking - Credit martijnvleeuwen

cash into our business. It's really challenging. The reality is our industry is in decline. If you look at most of the statistics people are buying fewer licenses. There are fewer boats on the water. Take France as an example, there are 14 per cent less boats on the inland waterways versus 2019.

It is a constant challenge to grow. So we are offering a different way to holiday. I'm really working hard to get that message across.

“It is a constant challenge to grow. So we are offering a different way to holiday. I'm really working hard to get that message across.”

We're constantly looking for new distribution, making sure that the boat is an option for everybody. Our biggest challenge is, you'll wake up one day and think: 'where are we going to go on holidays next year?' And if you're not a boater, you don't think 'I'm going to hire a boat', because you've got no idea, without experience, that that is available to you. So it's a real challenge to our business to get that awareness across.

We're constantly looking for new audiences, whether it's through paid social/video. And we are looking for the future owners of our boats. It's all about fighting for growth. And of course, we have a limited budget that has to stretch across the world. So we need to make sure that we are spending our money wisely.

Daniel Henderson, managing director, Sea Sure (marine accessories)



I think 2026 is going to be very, very similar to 2025, where leisure marine is going to remain pretty tough. Commercial marine is still quite strong. With everything

that's going on in the world, the commercial side (and military) and anyone that supplies them will probably have a pretty good year.

We remain okay because, although the leisure side is down pretty significantly, our commercial and military supply is good. If you're a company that purely supplies the leisure side, I think it's going to be quite tough.

Danielle Wayne, entrepreneur, Topargee (water tank gauges)



In Australia we feel that the marine industry is growing very

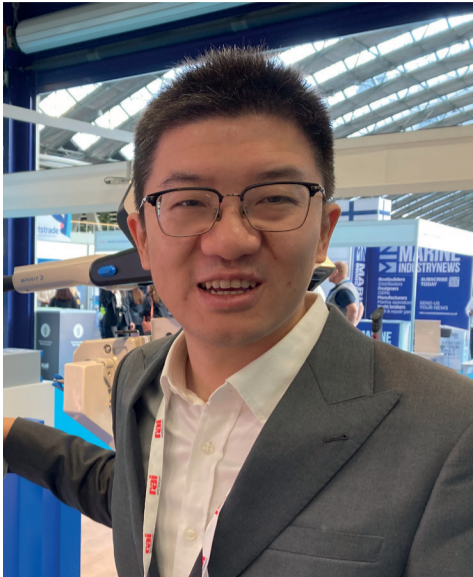
much into the superyacht space as well as just growing generally into the leisure space. We're obviously looking to educate about our brand. Most people don't actually realise that there is a product like ours available. We specialise in water tank gauges that tell you - to the litre - how much water is left in your tank.

Like everywhere in the world at the moment, there's a lot of uncertainty and there's a lot of financial concerns over tariffs and logistics. But we've got to look at solutions, not problems.

For us it's really about networking and connecting, brand awareness and offering a solution.

“In Australia we feel that the marine industry is growing very much into the superyacht space as well as just growing generally into the leisure space. Most people don't actually realise that there is a product like ours available.”

Danny Tao, co-founder and CEO, ePropulsion (electric propulsion)



We are quite positive that there should be some recovery. Both for the European and US market, we see signs that it will go up again. We are quite well prepared for whatever needs to come, but I think as long as we keep the momentum, for the electric propulsion sector, we are still going forward.

The major challenge is still our ultimate challenge – always trying to convince more people to go electric. We are not trying to compete with other players in the market, but as a market leader, what we should always do is try to have more people make the turn to electric.

Luke Morrison, managing director, Rooster (sailing equipment and clothing)



At the moment it's starting to stabilise reasonably well. It's been volatile over the last few years where, if you look at the B2B network, there's been a lot of overstocking.

From our perspective, we're seeing customers wanting to reinvest in not just traditional products but new innovative products we've put in.

From a European perspective, the economies in the EU are still difficult. Nevertheless, our core dealers are willing to invest and be a part of that next year, so that's positive. There is an underlying trend that dealers are continuing

to struggle against the expansion of e-commerce sales.

Being a brand, we also sell directly in the UK and worldwide. Although we do that in the fairest way (we sell at a higher price versus what our B2B customers do), that inevitably is taking some market share.

For dealers to have shops where people walk in, it's not like it was five, six, seven years ago. But I think over the next one to two, perhaps even three, years there's a positive income there.

Markus Kastner, export business development manager 2-wheel & marine, Liqui Moly (oils and additives specialists)



2025 in terms of numbers was very good for us. Within Liqui Moly the marine range is still a small part of the overall turnover, but it's one of the fastest growing segments in percentage. It was a little tricky because our most important market is the US. We are affected by the tariffs but on the other hand, several other markets developed very well. We managed to find new distribution partners which is actually also the biggest challenge – to find the perfect distribution partner for every market.

Several countries are performing very well to substitute what we've missed in the US.

The development of last year

[means] that we are not that dependent anymore on one or two single markets. Diversifying is [still] one big challenge, finding the right distribution partners, being visible, achievable, available in all the relevant markets.

The US market is an important market for us, it's a very promising market with a lot of potential. It is the most challenging to keep our position, and to keep the growth rate.

Overall it seems a little like people are keeping their hands off bigger investments [boats], so you see strong markets like Scandinavia being stable, not really growing. What we expect is not these big growth rates, but growing ourselves by getting into more markets, finding more distribution partners and so keeping the growth rate.

Markus Rantanen, marine division director, Smartdeck (heated decking)



It's very problematic because the younger generation (at least back at home in Finland, and the same applies to Sweden and Norway) don't want to own anything. They don't want to buy anything. They are concerned about the environment.

And we keep building boats with more engines, bigger engines. It's really ridiculous. Think about the situation, you drive your Tesla or electric car to the dock and then you start the engines of your boat, thousands of horsepower, with

diesel or gasoline engines. The younger generation think differently and that will have an effect on the kind of boats. It could take another ten years, but ten years is a short time. We have to be aware of how the younger generation is, what they are, how they see boating.

But we've had a lot of requests about our heated decking. This is the first show that we have introduced it into the market. What's surprising is that the requests are also from the Mediterranean region.

Ryan Luter, director of business development, Supersede (plywood replacement)



Everything that we are hearing and learning from this environment is that it's good. It's still in growth mode. The tariffs and such things are a little bit up in the air.

I see people starting to spend a little bit more money recreationally. There are some opportunities in work boats too, but it seems to me that the market is slowly recovering. Personally, I'm not too concerned about it because I can see the RV industry rebounding and usually that's the first indicator that everything is okay. Everything comes behind that.

Despite the pressures and contradictions running through today's market, the conversations point to a sector that's far from standing still.

Innovation is flourishing across propulsion, materials, hardware, and user experience, and businesses are finding new ways to reach audiences who would never have considered boating before.

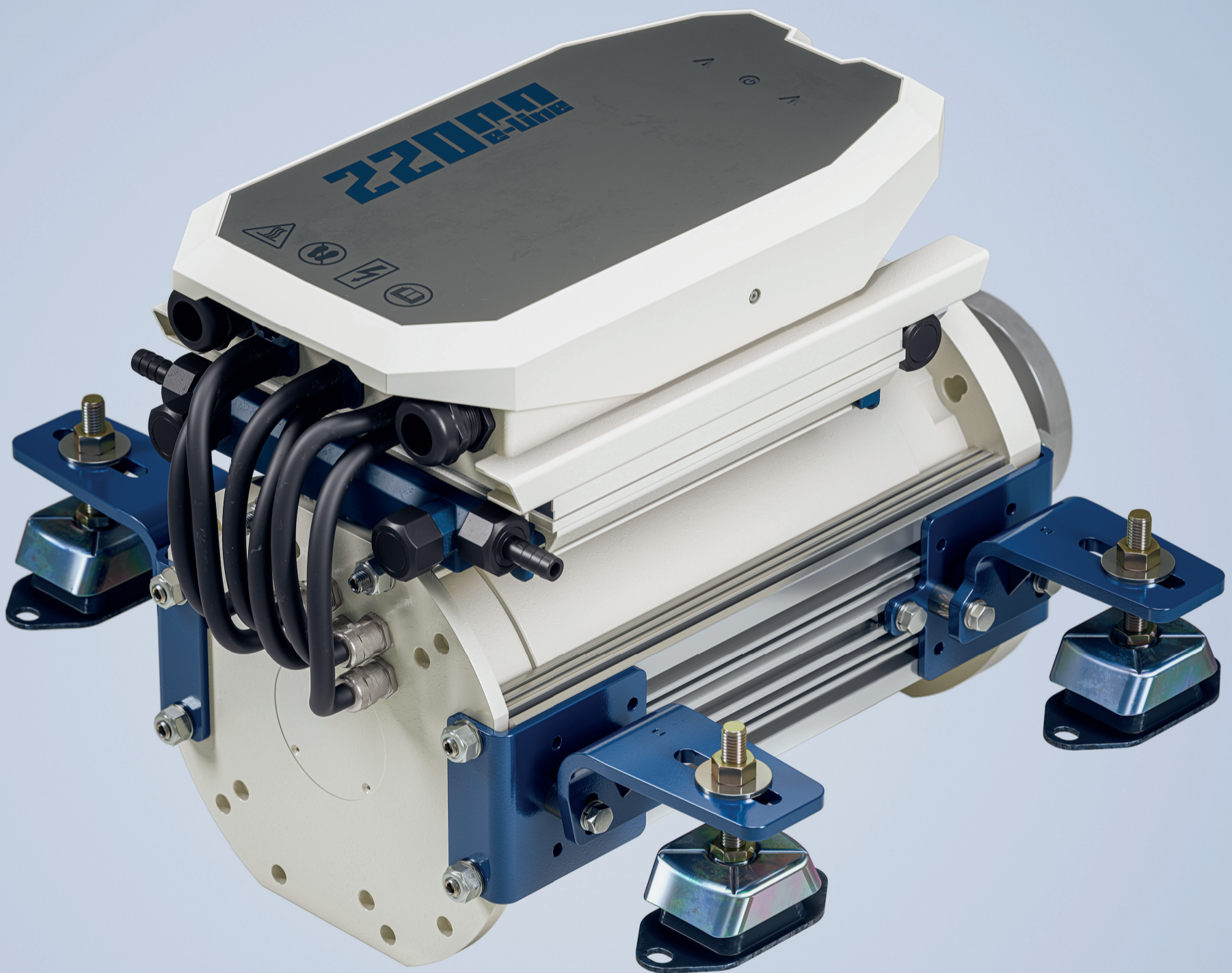
Challenges remain, but so does momentum – and as more companies diversify, collaborate and rethink how they serve tomorrow's boater, the space for growth is wider than the headlines suggest. ■



Image courtesy of Metstrade - Daan Jeurens

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LX Nav won the navigation and communication category and secured the overall DAME Award 2025

Slovenian navigation instrument specialist LXNAV discusses its next market push following its major win at the DAME Awards

Slovenian manufacturer LXNAV is riding high on its DAME Award win. The company bagged the category top spot for navigation and communication and was crowned the overall DAME Design Award 2025 winner for its E360 all-in-one chartplotter in November 2025 at Metstrade.

The jury praised the 4-inch E360's high-performance aviation-inspired design (LXNAV began in the aviation navigational equipment segment before branching into the marine sector ten years ago).

Smart phone simulation while delivering marine requirements

Frank Blanchard, head of the marine division for LXNAV, says that while the team was surprised by the win, they knew they had a very good product.

"I think first of all it's kind of sexy. It stands out because of its design, its compatibility and it can be used in older boats or new and large yachts. In either

scenario, it enhances the customer experience."

LXNAV's unique 4-inch chartplotter is noticeable for its functionality and rather unique retro aesthetic.

Blanchard says the team aimed for the user interface to be easy to navigate, in accordance with smartphones logic.

The Slovenian company's expertise in the aviation industry has aided the concept. "Within the aviation sector, you have extremely high standards so in terms of designing, developing and manufacturing we set the same standard for our marine products."

"Our goal is to have bright chartplotters that are easy to operate, intuitive with maybe the same logic as smartphones."



"Users can keep track of fuel, oil, fresh water, black water, and so on – all on a single gauge. It offers NMEA 2000 connectivity,

Blanchard says being a small company (the team currently sits at around 35 personnel) is a strength as it means they can be nimble.

"If a boatbuilder would like to have a specific screen or to adapt the converters to exactly what they are looking for this is something we can easily do. It's all in-house," he adds.

From aviation to marine

The E360 chartplotter impressed the DAME Award jury by combining aviation heritage with marine-focused usability. Blanchard says the idea was to have all the information possible on the display.

"Users can keep track of fuel, oil, fresh water, black water, and so on – all on a single gauge. It offers NMEA 2000 connectivity, built-in charts, engine data integration and Fusion music control."

Frank Blanchard, LXNAV

built-in charts, engine data integration and Fusion music control," he explains.

"Regarding the charts, all our display comes with free navigational charts. But for users who like more detailed charts, they can easily insert a Navionix SD card." The interface is designed to be intuitive and operates in a smartphone-style format.

"I think it stands out because it runs a gamut – for someone with a wooden classic boat it would add an aesthetic to the dash without losing this classic design. And for large yachts the E360 offers

something different to the normal, standard dashes – and people with bespoke taste in yachts, like that.”

For precise control in rough waters, the optional jog wheel can be installed and connected to the NMEA2000 network anywhere onboard.

Its press-and-rotate function allows easy screen navigation and instrument setup.

“Customers have been impressed with the jog wheel because in tricky seas it’s incredibly practical and owners have really precise controls. Also, in cases where the control panels are sometimes a little bit far from the helm, customers can operate with ease. It’s like in many luxury cars, they have this jog wheel just next to the seat so as to operate more comfortably.”

“Customers have been impressed with the jog wheel because in tricky seas it’s incredibly practical and owners have really precise controls.”

Frank Blanchard, LXNAV

Building on the DAME Award win

As one would expect, Blanchard and his team at Metstrade were fielding a constant stream of interested parties on the LXNAV stand. The DAME achievement is huge exposure for the brand’s marine division and Blanchard hopes it will propel the brand into new spheres.

“Since the show, we have been very active with follow-up. The award strengthened our reputation for designing and manufacturing our own marine electronics, and it highlighted our long experience with NMEA2000 systems.

“It also helped confirm the choice of some companies we were already in discussion with, giving them more confidence in our expertise and in working with us. We are now moving forward with new



potential partners, and we expect some of these opportunities to progress soon.

“Since the show, we have been very active with follow-up. The award strengthened our reputation for designing and manufacturing our own marine electronics.”

Frank Blanchard, LXNAV

Before the DAME win, Blanchard admits the company was finding it tricky to establish its name in the shadow of some of the industry’s navigation big hitters such as Raymarine and Garmin. He now says the award is “giving us a big push on the market. We are really small compared to them, of course, but our instruments stand out and we offer something different and this is being recognised.

“Our largest market is selling in Europe as we have some established existing partners – both engine manufacturers and boatbuilders. But [following Metstrade] we also received interest from new markets for us, especially the United States and the Middle East (Egypt and the UAE/ Dubai). These regions were not our main focus before, but the enquiries we received show strong potential for future growth,” he adds.

“With our units, owners can change round analogue gauges and replace with a nice digital display without even cutting the dash.”

Frank Blanchard, LXNAV

OEMs appreciate agility and speed in customisation

The agility of the business aids LX’s current focus on working with OEM partners. The team want to provide customised solutions for OEM partners, from software modifications like interface redesign and branded splash screens to hardware modifications including alternative bezels for a refined look.

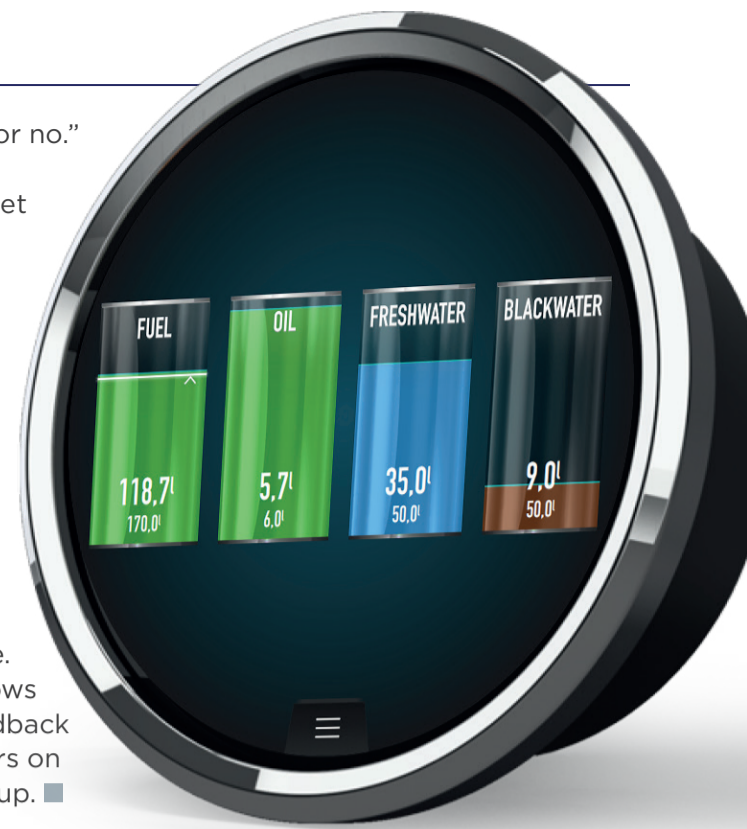
“We knew from the beginning we were joining a niche market with established players. So to distinguish ourselves providing custom solutions is vital.”

Speed of development and execution is also standout. “Maybe for those bigger brands that are mass producing, custom projects will take a longer time. For us this is just a matter of a couple of days or a couple of weeks. So, if someone needs something special, we will

provide a fast answer, yes or no.”

Retrofitting is another facet of the business. “There are lots of old and classic boats out there. With our units, owners can change the round, small analogue gauges and replace with a nice digital display without even cutting the dash.”

Next up... Blanchard says more marine products and potentially a smaller gauge. The team is using boat shows and events to listen to feedback from users and boatbuilders on how their demands shape up. ■



Keeping track of the tanks on the digital instrument panel



DAME Award presentation in 2025



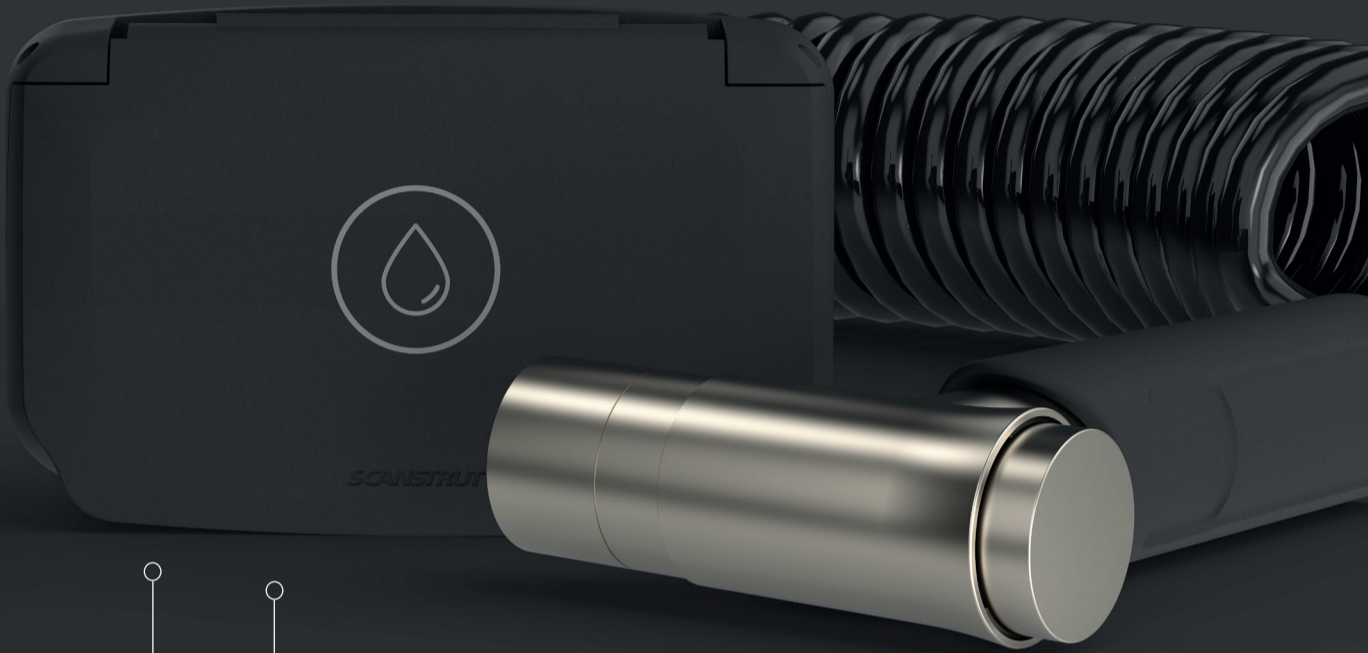
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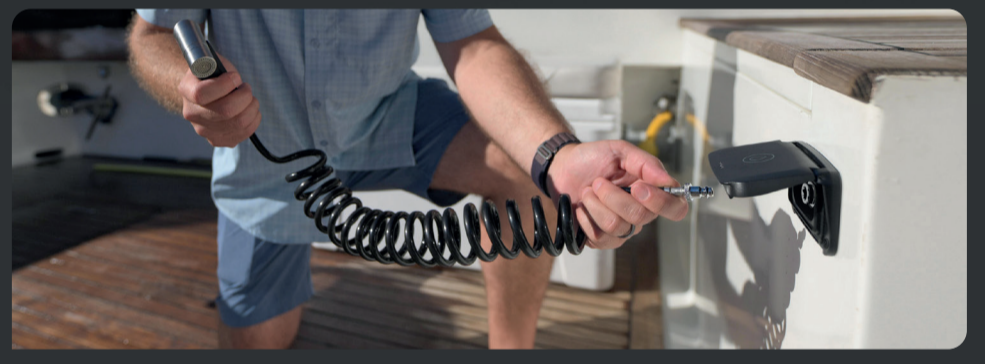
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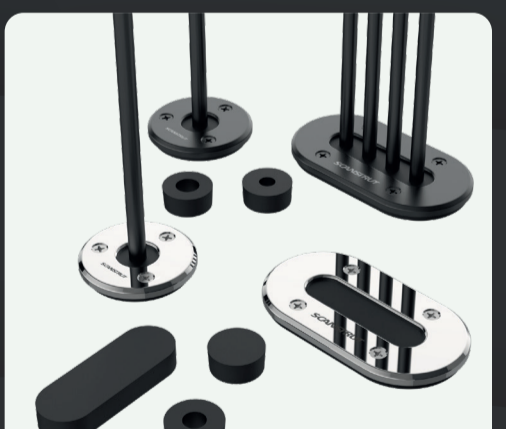
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MARKET SPOTLIGHT

Saudi Arabia

New chair of the GMBA, Richard Haws, discusses the potential and pitfalls of the Saudi marine market



As the 12th largest country in the world, the Kingdom of Saudi Arabia (KSA) is slightly smaller than Greenland, but larger than Mexico, with a GDP per capita of just over \$35k growing at 5 per cent (Q3/2025), and a population of 35.3m (2024) with a median age of 30. Increased investment in sport and leisure has seen significant uptake in domestic sport, fitness and wellness following large-scale events including football, boxing, MMA and Formula 1.

However, despite these promising metrics and boasting a 3,800km

non-ocean coastline bordering the Red Sea to the west and the Arabian Gulf to the east, there are only 31 marinas accommodating 7,300 registered boats, over 90 per cent of which are under 12m.

Following the media rhetoric around Saudi and its significant projects, investments and aspirations, surely this makes yachting a key sleeper, overdue a boost to rival that of property, tourism and automobile uptake?

Is the domestic market ready to satisfy this demand, or is it prime opportunity for foreign investors, builders and suppliers to enter the market to enable the demand?

Opportunities for the marine market in Saudi Arabia

The entire leisure marine sector in KSA has been in a stagnant mood for the last five years in comparison to other leisure lifestyle and consumer segments. The mood is well captured by Suhail Kayello, former CEO and board member of Zawariq Industries, and a fifth generation Jeddah boatbuilder: "There are many opportunities on the horizon and a great expectation

of a revolutionary boom in the sector, but hardly anything is happening. It's a wait and see attitude that feels very frustrating if not stifling."

Edouard Assaf, sales manager for yacht broker Seapros, is more upbeat: "International builders are increasingly interested in the Saudi market and dealers are optimistic about long term growth. There is a noticeable trend emerging where younger generations are becoming increasingly interested in boating – not just as a weekend activity, but as part of a broader globally connected and culturally open lifestyle. We are also seeing a growing segment of first-time boaters who prioritise hassle-free ownership, management, and after-sales support."

KSA has invested significantly in advanced industry data accumulation, much of which is shared in open platforms (GASTAT). However, this data reporting has not been translated to the marine sector, where metrics such as ownership and market size are not in the public domain. In terms of ownership, speculative consensus

has the market split with around 50 per cent of the market as fishing orientated (30 per cent professional, 20 per cent sport/recreational), 20 per cent rentals, 25 per cent open cruising and 5 per cent yachts. It is also estimated to be less than 30 sailing yachts in KSA, though sailing catamarans are making an entry and have doubled in the last three years.

For Kayello, the growth inhibitors are severely impacting his boat manufacturing arm: "Before the pandemic we used to sell around 100 to 130 boats a year on average. After the pandemic the entire market collapsed due to many new conflicting regulations and scarcity of marinas. On average we are building about 15 to 20 boats per year, and these numbers are not economically sustainable or healthy for business growth."

While Seapros also matched 20 yacht sales this year, Assaf is more expectant for growth in the coming years "with the development of Red Sea Global islands and the opening of new marinas."

Many businesses also expected the



BWA Yachting has opened services in Saudi



Located on Saudi Arabia's Red Sea coast, Amaal Yacht Club will also host the finish of The Ocean Race in 2027

significant waterfront development projects would offer a B2B sector boost to domestic boatbuilders, but local procurement was minimally sourced.

Thwarted developments

As an iconic proposition with significant funding, Sindalah Island at the entrance to the Red Sea from the Suez Canal was supported by all proponents of the leisure marine sector as a frontrunner for inbound superyacht tourism. Based on the location that had successfully held the inaugural Red Sea Week event in 2019, coordinated by the Robb Report, captains, agents and brokers had high expectations for a new off-Med season destination.

For KSA companies, Sindalah was seen as a poignant attraction to get yachts into the Red Sea, from where they could cruise the Saudi coast in safety and discover the new facilities under development.

However, from the moment of its launch in October 2024, it was reported the facility was not properly completed or given the autonomy to operate as per the expectations. Despite the best efforts of key operators and agents including IGY Marinas trying to make the destination work for their clients, the island has been effectively closed pending change of asset management to Red Sea Global.

The future plans and programme for the island are not as yet known, and the significant media fallout has negatively impacted other Red Sea destinations that are inbound yacht ready. But there is more to Saudi than Sindalah.

Current headwinds

There has been significant international media focusing on the development of up to 25 new superyacht ready marinas across both coasts of KSA, and while excellent for mid-to-long term ecosystem growth and destinations, it is not directly addressing the pivotal challenges the industry faces.

Capt. Stephen Corbett, CEO of MENA-wide yacht agency JLS Yachts, explains: "The marina developments are all in giga projects and nobody is looking at smaller

marinas up and down the coast." This top-end focus is an issue mentioned by multiple leaders as are the barriers to grassroots boating and the lack of development in this sector.

Although the government has developed programmes and incentives, in reality these have not translated into actual actions for the leisure marine space. Ongoing 'squeeze' is on the basic functional requirements of entry-level boating - small boat berths, trailer boating, dry berthing and service offerings - and the restrictive regulations around ownership, passenger and cruising areas.

Changes and improvements are happening, particularly in beta-testing digital tools, but are frustratingly slow relative to the positive economic and social changes in other areas.

While many of the social drivers needed for boating are already present in Saudi (focus on lifestyle spend, family outings, adventure tourism, leisure sports, private ownership), restrictive policy is currently inhibiting natural organic growth drivers by obstructing ease of ownership. A simple example from one broker was the inability for boats on trailers to be launched and retrieved at slipways and stored at your home - a practice which is commonplace around the Arabian Gulf nations - due to all boats requiring a water berth to satisfy registration requirements.

There are less than ten registered yacht dealers in KSA, limited to a few large brand-basket conglomerates, with boat sales business licenses being prohibitively expensive for SMEs due to the high bond requirements.

Ensuring aftersales support is also a concern for dealerships due to a shortage of service infrastructure, which affects both customer satisfaction and brand reputation. "Clients expect high-quality aftersales support, but existing facilities have limited lifting capacity and space," explains Assaf.

Supply chain for official parts is reported as sometimes challenging

due to official importation delays. Saudisation requirements for key positions and workforce employment is also costly for SMEs owing to the lack of existing skilled labour, and expense of training from scratch.

For JLS Yachts, the practicalities of over-regulation and outmoded policies are a sticking point. Corbett adds: "There is still no movement on visas for crew, and the border guard still impose far too much restriction over the waterways to entice new boat owners. However, the digital Ebhar System platform is working, and we have great expectations from the promised upgrade from the beta version."

Destination options and flexibility are also encountered by Seapros: "New projects are transforming Saudi Arabia with more consistency, structure, and long-term vision than ever before. However, we are still missing comprehensive waterfront developments and more flexible sailing permits to enable easier daily use of boats," says Assaf.

The tide is turning...

Boating in KSA has historically been restricted due to cultural and security regulation, removing spontaneity and freedom of movement that are two major drivers for leisure marine lifestyle investment.

However, in line with sweeping social and economic reforms across the country, in recent years cultural segregation and restrictions have been relaxed, leaving over-protectionist regulation policy as the remaining barrier to industry growth.

Reducing barriers to entry is critical for all industry leaders, for both the potential customer and business owner. Encouraging SMEs, FDI and regional branches for established MENA marine businesses through dedicated maritime industrial zones with water access has been voiced, while also encouraging easier access to marine finance and insurance products for owners is addressed to the finance market.

Raising the profile of boating and watersports is a consistent rhetoric across all boating bodies worldwide, and even more so in fledgling

domestic markets. Creating regional (not necessarily international/high profile) boat shows are important in engaging the public and promoting local business. The Jeddah F1 - though approaching its last year - brought some international yachting engagement, but linking yachting to other cultural events like the Red Sea Film Festival could be significant.

The current challenges to growth are well-documented and are being addressed by various agencies, so the industry is now relying on the ongoing efforts of the authorities' redress of regulation concerning access, ownership, usage, movement and the ability for SMEs to serve the growth. As Kayello summarises: "The authorities must encourage and support private enterprise to lead initiatives for individuals & businesses to venture into the sea with recreational, tourism, and sports related activities." This is endorsed by Edouard as a driver for growth: "Encouraging growing curiosity from younger Saudis signals a promising future in terms of both engagement and sophistication of the boating clientele."

In conclusion, the Saudi boating market is still a myriad of positions. From the affluent and knowledgeable owner, with international experience of charter, ownership and brand experience in Europe or the US, who is choosing not to invest in current market conditions; to the existing marine companies watching margins in a highly competitive small market; to the immense demand potential based on the data indicators, property market signals and publicized economic roadmaps. Is Saudi an investment opportunity to watch? Most definitely. But proceed based on reality not rhetoric. ■

Richard Haws is chair of the Global Marine Business Advisors (GMBA) and the organisation's representative for Kingdom of Saudi Arabia.

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Finland focus

From challenging years toward a modest recovery, GMBA representatives for Finland, Juhani Haapaniemi and Elina Viitanen, discuss the outlook for Finnish business



Juhani Haapaniemi, GMBA



Elina Viitanen, GMBA

Finland's marine industry is showing the first clear signs of recovery after several turbulent years marked by weakened consumer purchasing power, high interest rates and post-pandemic market distortions.

While the sector is not yet in a growth phase, manufacturers, dealers and industry leaders describe 2025 as a turning point toward a cautious upward trend, driven by stabilising inventories, strengthening export markets

and sustained consumer interest in boating.

Finland's economy is recovering slowly, though growth remains modest and structural challenges continue to weigh it down. Economic uncertainty has pushed households toward saving rather than spending. After near-stagnation, Finland's GDP is expected to grow by 1.0 per cent in 2025 and 1.4 per cent the following year.

Consumer behaviour has been polarised: new boat sales have weakened due to declining purchasing power, yet boating itself remains highly popular - reflected most clearly in the strong rise of used-boat sales.

Jarkko Pajusalo, CEO Finnish Marine Industries Federation Finnboat,

comments: "The Finnish boating industry has had some tough years after the covid boom and the decline of boat demand has been equal to many other consumer durables. First hit came from the covid hangover, then Russia started a war in Ukraine causing an energy crisis and fuelling further the already high inflation. Then interest rates were raised to tame the inflation, which affected Finnish households more than others due to our mortgage practices.

"In Q4 2025 the fear of unemployment in Finland is worse than the actual situation. The political disturbances are still high due to Russia and Middle East. President Trump has added further turbulence to trade and politics, which keeps consumers on their toes and worried about ramifications. *continues over* →

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Helsinki boat show

“The situation is and has been better with larger yachts and the demand of pre-owned boats (of all sizes) has been lively and even growing already since 2024.

“During 2025, the whole boating market has slowly started to turn towards a better [outlook]. The registered motor boat fleet is on the rise and gross deliveries are also increasing. Finnboat collects gross deliveries from its members and during the first eight months of the year they were on the rise in nearly all segments of recreational crafts and marine engines. The autumn boat shows have also given positive indications that the market recovery is taking place, so we believe that the rock bottom is already behind us.”

Domestic small boat segment

Domestically, sales have concentrated heavily in the 4.5–5.5 metre category, where boat-and-engine packages around €30,000 are clearly driving the market. Consumers are leaning toward reliable, reasonably priced options that enable boating without excessive financial risk. Meanwhile, sales of 6 to 8-metre outboard boats have been slower, highlighting how price sensitivity and economic outlook are shaping purchasing decisions.

Mikael Winqvist, CEO of Finnish boatbuilder AMT-Veneet, sees the situation improving: “Manufacturing capacity has been higher than demand. Large inventories have pushed new boat production volumes down. Now inventories have finally normalised, and factory output is increasing again. The capacity to build and sell is there – but demand needs to strengthen.”

Winqvist expects 2026 to be a stable year – not yet a year of major growth, but one in which the market expands. The most significant improvement is visible in exports: Sweden and Norway have recovered faster than Finland. Challenges remain, but the tone among manufacturers is noticeably more optimistic.

Dealers and service providers – the industry’s most reliable pillars

With inventories under control, production can restart on a healthier footing, and the market can find its balance.

Markku Hämäläinen, CEO of Otto Brandt Group, summarises the situation succinctly: “Weak consumer purchasing power has been the biggest brake on new boat sales. At the same time, the used boat market is extremely active. This shows that boating itself has not lost popularity – people are simply choosing lower-risk ways to buy.”

He adds: “Repowering has become a strong trend: older, well-maintained boats are being fitted with new, lower-emission engines. For consumers, it’s a cost-effective way to improve the experience, and for dealers and service companies it generates steady revenue.

“But repowering does not renew the boat fleet in the way we would hope. It delays the purchase of new boats and keeps older ones on the water longer. It slows the industry’s growth even though consumers benefit financially. Repowering is simultaneously sensible and market restraining, depending on your perspective.”

After several challenging years, service operations have become the industry’s safety net. The long lifespan of boats ensures steady demand for maintenance, storage, lifting services, and repower projects. This trend makes service and aftersales the most stable revenue stream going forward, especially as DIY culture continues to decline and consumers increasingly purchase convenience.

Electrification with realism – technology advances, but the market will not shift rapidly

While electrification has become a central topic in the European marine industry, Finland approaches the discussion with justified pragmatism. Boating habits, vessel sizes, and use cases do not yet allow for widespread adoption of electric propulsion.

Electric solutions will grow and find their place, particularly in small and lightweight boats, but they will not transform the Finnish market overnight.

Looking toward 2027–2030 – gradual, strengthening growth

Interviewees share an unusually consistent view of the future. 2026 is expected to be the first true stabilisation year, marking the start of recovering consumer confidence. 2027 is seen as a return to a more normal market, and toward the end of the decade growth could accelerate – assuming macroeconomic conditions remain favourable.

Growth is expected to strengthen through several parallel developments. Steady technological advancement is shaping new opportunities, while services that make boating

more convenient are becoming increasingly influential in consumer decision-making.

At the same time, the modernisation of harbours is improving infrastructure and elevating the overall user experience. The parallel development of combustion-engine and hybrid technologies offers realistic solutions for different boating needs, and the demand for well-equipped fishing boats and day cruisers continues to rise. Together, these factors form a solid foundation for gradually accelerating market growth.

Finland’s strength: a major boatbuilder in a small country

Finland remains one of the world’s largest boatbuilding nations relative to population. Strong industrial heritage, skilled labour, and export-driven brands make Finland a far more significant player than its size suggests. The industry’s development therefore carries real economic weight – making the signs of recovery especially encouraging.

The Finnish marine sector is standing at the threshold of a new cycle. Inventories have normalised, export markets continue to strengthen, and domestic consumer caution is slowly easing. Strong demand for used boats and robust service operations provide a solid foundation on which new growth in boatbuilding can be built. ■

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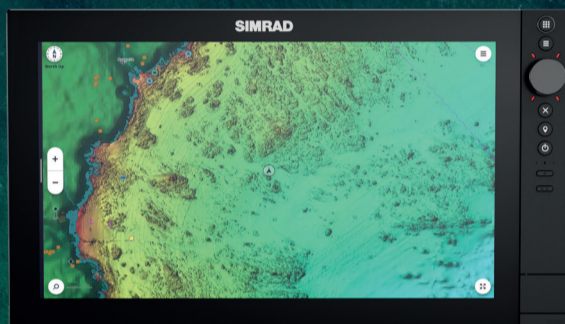


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Savvy Navy integrated_by Savvy Navy



Savvy seas



“It’s not a case of build it and they will come”, Savvy Navy CEO on his relentless pursuit of smart navigation

Self-titled as the Google Maps for boats, Savvy Navy has leveraged CEO Jelte Liebrand’s [pictured above] former experience at Google to shape its positioning. Savvy Navy provides smart routing giving users the optimal route and dynamic ETAs based on real-time data: departure time, chart information, weather conditions, tide, boat specifications and local regulations. And it now boasts over 3 million app downloads.

Until recently, Savvy Navy was actioned from a user’s phone. But in an effort to enter the market with boatbuilders and engine manufacturers, the company launched Savvy Integrated around a year ago, whereby the technology can be employed directly at the helm.

Boatbuilders wanting to integrate and provide bespoke options

Where “traditional” manufacturers provide an off-the-shelf unit, Liebrand says Savvy Integrated provides customisable solutions in many cases.

Having boatbuilders embed Savvy Navy directly into tens of thousands of boats enables the company to attract a new segment of users, according to the team.

Liebrand says: “There’s a lot of manufacturers in there [sales pipeline] that have different vessel size, different type of vessels, different unit volumes, significant unit volumes, and significant players.”

Liebrand points to multiple manufacturer partnerships currently under NDA. The company closed a new funding round in December 2025 to accelerate momentum around Savvy Integrated and expand its manufacturer pipeline.

“From a B2C perspective, we’ve become the lead challenger brand to Navionics. Over the last 12 months, a lot of manufacturers who previously would go to the likes of Garmin, Raymarine or Simrad to get a helm unit have come to us to do some more innovative things.



“They [boatbuilders] want to differentiate themselves from other manufacturers. Sometimes that’s just charts but many of our partners want innovation above

and beyond that. They want smart routing – not just from A to B, but from A to B knowing exactly what the regulations are, how one can traverse that route, what you’re allowed to do, what you’re not allowed to do, and crucially, what the weather is doing, right?”

USP: offer smart flexibility

Savvy Navy offers a pick-and-mix solution for OEMs, allowing builders to integrate the functions they require.

Liebrand continues: “For some that means just the charts. In the case of Avikus they do their own routing for the autonomous vehicles but they need charts so we can plug and play the various parts they need.”

Liebrand says Savvy Integrated is demonstrating to manufacturers across electric, petrol and sail markets a more collaborative and flexible development model. “Manufacturers can see ‘oh, this isn’t just a simple solution that you buy once and that’s what you get.’ No, we can work with you as a



The team at Savvy Navvy. Based out of Poole, UK.

partner [Savvy has worked with autonomous solution company, Avikus, RAD Propulsion, CPAC Systems and many others] to innovate and change what they bring to the user."

USA: the big market focus

The company is targeting US expansion, with a focus on inland lakes and the east coast. Liebrand explains: "Because we're so close with the manufacturers, they can help us prioritise growth areas. They can advise - this is where we're selling the most of the boats, this lake or area and so we know even more the hotspots."

"We haven't really done anything in the Middle East or Asia because our focus is the US. It's such a massive market. We have a really good brand recognition here in the UK and now that's growing in the US."

Smartphones power step change in navigation expectations

When it launched, Savvy Navvy gained rapid attention due to its smartphone-first design, meeting consumer expectations for seamless digital connectivity. Liebrand says consumers want connectivity that mirrors what they use in the rest of the life.

"When I get in my car to drive home, my phone knows where my home is, what music I like to play and where all my favourites are."

And it just syncs without me having to do anything. That's that same experience that manufacturers want and what we can deliver."

Savvy most recently introduced a new NMEA Connect feature, which integrates NMEA-enabled boat instruments with the app, providing real-time data and enhanced AIS visibility. Working with Actisense, Savvy Navvy's new NMEA Connect feature enables boaters to view real-time data including wind, depth, engine RPMs, speed through water, heading and more, in the app.

Through NMEA Connect, boaters can now access their boat's instruments and Savvy Navvy's smart routing technology in their app, eliminating the need to switch between multiple screens or devices.

The challenges: building market recognition

Liebrand says one of the most challenging aspects for the business lies on the marketing side and getting "eyes on the prize" - with boat shows offering limited visibility for app-based products compared with hardware displays.

He adds: "It's not a case of... build it and they'll come," he muses. "We need people to understand and see what we do and that's challenging, particularly because we are an app, so it's not like

you have lots of big, shiny products to showcase on a boat show stand. So, we work hard on brand recognition via partnerships. Because nothing works better than somebody else saying that this is good, right? It's all well and good that we say it's brilliant and we put an ad out or whatever. But what we need is other people within the industry, advocates, ambassadors to really promote it."



Marivue with Savvy Navvy

The company has worked on brand recognition via partnerships. "We have a programme with instructors so that they can use us in the classroom, and their feedback has been amazing. It has really helped us build a better product. Aside from that, it means anybody coming into boating will hear about us, which is also great. We also have a really good partnership with the RNLI. Partnerships have worked really well, which is why in the UK we have that brand recognition."

Some insights from the industry spurred on the appetite for Savvy Navvy Integrated and the move to helm integration. "I was actually at Southampton International Boat Show in 2024 next to the Navico stand, and a Navico dealer rushed up to me because he saw my Savvy Navvy t-shirt. He told me he had four people come to the stand that day asking if their hardware worked with our software."

"So people are coming to the manufacturer saying, 'I want Savvy Navvy on this', which is great! That's what we want to see, of course."

Collaborating on electric

Electric customers are another pillar for business. Liebrand outlines how the "smart range" technology is also being integrated with electric propulsion systems to provide accurate range calculations based on battery capacity, tides, and weather conditions. Crucially, this helps address range anxiety for electric boat users by showing exactly where they can travel safely.

"Range fear is a big factor for electric propulsion users but because we have all the information about tides and weather and we are integrated with the propulsion system, Savvy can determine how

long your battery is going to last on a specific day with those particular conditions."

Aqua superPower's network of marine fast-charging stations is now integrated into the Savvy Navvy app, making it easier for electric boaters to plan journeys.

Removing barriers to boating

Liebrand believes the Savvy Navvy tools can help remove barriers for new and novice boaters by simplifying navigation and enhancing confidence.

"New boaters come onboard and generally see some giant screen and go 'what the hell's going on here'. We can actually help them."

He says that particularly in the US boating attrition is a hot topic. "After covid everybody bought a boat, everybody bought an RV and guess what? They all sold them again. So how do we stop people from leaving boating - and why are they leaving the boating?"

"Cost is of course one factor - there's no denying it and we're not going to change that but another key factor is that it's intimidating. You buy a boat and think that's it. Well, no, that's not it and there's a lot more that comes with boating. So if you can make driving a boat and navigating easier it's even more pleasant and more enjoyable, particularly for new boaters." ■



Savvy Navvy NMEA Connect



Savvy Navvy and Avikus

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