

AIATA STRENGTHENS GLOBAL DEALER NETWORK WITH NEW APPOINTMENTS IN FRANCE, MONACO AND THAILAND

AIATA, the boat brand developed by Anadolu Motor and part of the Anadolu Group brand portfolio, continues to strengthen its international presence with the appointment of two new dealer partners in key strategic markets. The latest additions to AIATA's growing global network include SMN Chantier Naval de Port Grimaud in France and Monaco, and Extreme Marine Co. Ltd. in Thailand.



- **Download the press kit from OneDrive**
- **Download the press kit from WeTransfer**

“These new partnerships mark another important step in AIATA’s growing international dealer network and further strengthen the brand’s footprint across Europe and Asia,” said **Hakan Kefoğlu**, General Manager of Anadolu Motor. “With the addition of dealer partners in France and Monaco, and Thailand, AIATA continues to build a representation structure capable of supporting its long-term growth strategy in some of the world’s most important boating markets.”

Founded in 1965 and based in the Gulf of Saint-Tropez, SMN Chantier Naval de Port Grimaud is one of the most respected names in the French boating industry. Through this partnership, SMN will represent AIATA across Monaco, the Var region, the Alps area and the wider French market, offering customers access to the brand’s growing range of premium models.

Further expanding its reach into Asia, AIATA has appointed Extreme Marine Co. Ltd. as its dealer in Thailand. Based in Phuket and backed by more than 20 years of experience in the marine industry, the company specializes in luxury yacht and boat sales and is recognized for its strong presence in one of Southeast Asia’s most important boating destinations. Through this partnership, AIATA will strengthen its visibility in the region and provide local customers with direct access to the brand’s growing portfolio of models.

AIATA’s current range includes the Wayfinder 38, designed by Jarkko Jämsén of Navia Design, together with the Sunfinder 38 and Sunfinder 50, also designed by Jarkko Jämsén and recently presented at Boot Düsseldorf. Characterized by a distinctive design language, generous onboard spaces and a strong focus on comfort, versatility and performance, AIATA models combine refined craftsmanship with advanced engineering.

Developed and manufactured by Anadolu Motor in Türkiye, AIATA benefits from the industrial and financial strength of Anadolu Group, a global organization operating in 20 countries with more than 80 companies, approximately 100 production facilities and over 100,000 employees worldwide. This strong backing provides AIATA with the stability, resources and long-term vision needed to support its growing international expansion.

These latest appointments reflect AIATA's ongoing commitment to expanding its international dealer network and enhancing customer support across key boating markets. As the brand continues its global growth journey, AIATA remains focused on delivering innovative products, premium ownership experiences and strong local representation worldwide.