

PRESS RELEASE

Saxdor accelerates growth in the Americas and appoints new dealers in Argentina and Canada

Helsinki, 03 August 2026 – Europe's fastest-growing boat brand continues to strengthen its presence across the Americas with the appointment of two new dealer partners: **Naval Motor** as **Saxdor's exclusive representative in Argentina** and **M&P Yacht Centre** as the **official dealer for British Columbia, Canada**. Entering Argentina for the first time and further expanding its Canadian footprint, these strategic partnerships reflect Saxdor's commitment to its long-term growth strategy across these regions, following the brand's expansion in the United States, Mexico, the Caribbean and Eastern Canada.

"We are happy to welcome Naval Motor and M&P Yacht Centre to the growing Saxdor network. Both companies have built outstanding reputations in their respective markets through decades of experience and a deep understanding of their local boating communities," said **Don Smith, President of Sales – Americas at Saxdor Yachts**. "We are continuously pushing the boundaries of technology and functionality to create boats that not only deliver exceptional performance but also anticipate the evolving lifestyle of today's owners. What makes us particularly excited is seeing how this approach to boating resonates with owners across very different markets."

Saxdor's entry into Argentina represents a further investment in the brand's expansion across the Americas, and the appointment of Naval Motor as the exclusive representative in the country follows growing interest from local boat owners in Saxdor's versatile fleet. Established in 1968 and based in Buenos Aires, Naval Motor will introduce the full range to the Argentinian market, bringing extensive experience and a strong reputation in the local marine industry, making it the ideal platform to introduce the full Saxdor range to the market.

In Canada, Saxdor is expanding into British Columbia, one of the country's most renowned boating regions. Through the appointment of M&P Yacht Centre as its official dealer for the province, Saxdor gains a partner with more than 65 years of experience in the marine industry and a strong reputation among West Coast boaters. Founded as a family business in 1957, M&P provides customers with a comprehensive boating service, from yacht sales to service and support, representing some of the world's leading marine brands. With locations including its Yacht Centre at Coal Harbour Marina in Vancouver, M&P will play a key role in extending Saxdor's presence in Western Canada.

With demand for Saxdor yachts continuing to grow worldwide, the company remains focused on expanding its dealer network in strategically important markets, ensuring owners benefit from expert local representation and a premium ownership experience.

About Saxdor Yachts

Founded in 2019, Saxdor Yachts is Europe's fastest-growing boat brand, redefining what it means to own and enjoy a boat. Renowned for its exceptional design, craftsmanship, and performance, Saxdor offers a versatile fleet ranging from 20 to 46-foot models, with exciting larger models on the horizon.

Saxdor has built a reputation for making boating more enjoyable to own, pioneering smarter, more intuitive boating experiences through advanced technology and AI. Key innovations include Saxdor AI, the industry's first

AI-powered co-skipper, and the Digital Showroom, an immersive platform that allows customers to explore and configure boats in a realistic virtual environment.

Since delivering its first boat in 2020, Saxdor has brought to market ten models, producing an annual volume of around 700 boats, with a growing workforce of 1,000 professionals. It also invests in industry talent through the Saxdor Academy, providing specialized training and education to strengthen the shipbuilding workforce.

Headquartered in Helsinki, Finland, and operating shipyards in Elk, Poland and Larsmo, Finland, Saxdor counts over 180 dealer locations across 70+ countries and territories worldwide.

Since March 2026 the company is part of Malibu Boats Inc., a global leader in designing, manufacturing, and marketing recreational powerboats.

For more information, visit www.saxdor.com

Media Contact:

Camilla Melinossa

Sculati & Partners

T. +39 3493399554

E. camilla.melinossa@sculatiandpartners.com

