

RAD expands European presence with new French partner KENT Group

20 October 2026: [RAD](#), the British marine technology company, has appointed KENT Marine Equipment, part of KENT Group, as a partner to supply and integrate RAD electric propulsion in France. The partnership adds the RAD 40 (40 kW) electric outboard to the leading French distributor's propulsion offering, aimed at the most demanding professional applications.

KENT Marine Equipment supplies marine power and propulsion equipment to shipowners, naval architects, boatbuilders and operators. As integration partner for RAD solutions, KENT will support customers from specification through to installation. It can also pair RAD drives with its MASE marine generators and Dynawatt alternators for hybrid configurations with extended operating range.

Matthieu Dechamps, Product Development Director at KENT Group, said: "We chose RAD because the RAD 40 performs at the level our professional customers expect. Try it once and you'll be convinced. It runs silently, without vibration and requires very little maintenance. What stands out most is its manoeuvrability, which comes from an architecture designed specifically for electric propulsion.

"Combined with our MASE generators and Dynawatt alternators, we can offer operators hybrid configurations with the range they need. RAD is a highly respected team, recognised for its innovation and its commitment to the future of marine operations, and we're proud to work alongside them."

The RAD 40's drive-by-wire control and 180 degrees of steering give operators precise handling at low speed and in confined waters. The unit is compact and stays behind the transom when tilted, and it needs no external steering gear, so it installs easily on new builds and refits.

Chris Shepherd, Chief Commercial Officer at RAD, said: "KENT brings strong engineering capability and a trusted presence with French shipowners and boatbuilders. Their ability to integrate RAD drives alongside their own generator and alternator range gives operators a complete, supported solution from a single partner. We're looking forward to putting the RAD 40 in front of customers at the Nantes sea trials."

The partnership supports RAD's wider dealer and partner network strategy. It positions RAD to serve commercial, workboat and professional operators across France.

Sea trials: Nantes, 3-5 November 2026

Shipowners, naval architects, boatbuilders and operators are invited to try the RAD 40 aboard a demonstration vessel in Nantes from 3 to 5 November 2026. To book a trial slot, contact a KENT sales representative here [Contact technique | KENT Marine Equipment](#).