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Sea Tow® and Savvy Navvy Collaborate to Advance Safer Boating Across the U.S.

Collaboration brings Savvy Navvy technology to Sea Tow Captains nationwide, with exclusive benefits and safety resources for members.

Southold, N.Y. – September 30, 2026 — Sea Tow, recognized throughout the marine industry as Your Road Service at Sea®, and marine navigation app Savvy Navvy have announced a new collaboration to bring digital navigation tools and on-water safety knowledge together for boaters across the United States. The new initiative pairs Sea Tow’s decades of on-water assistance experience with Savvy Navvy’s route-planning technology, giving boaters more ways to plan ahead and navigate with confidence.

Through the collaboration, Sea Tow Captains at more than 100 franchise locations nationwide have access to Savvy Navvy Premium accounts, while Sea Tow members receive an exclusive discount on their own Premium subscription and access to a curated series of safety resources.

Savvy Navvy’s smart routing functionality offers data to plan an efficient course, manage fuel more effectively, and better understand the conditions ahead, as well as find the nearest Sea Tow location standing by to assist. When creating their profile, users set their cruising speed and fuel efficiency to match their vessel and engine. Based on environmental conditions, the app can estimate if their fuel efficiency is being helped or hindered by the conditions and provide a dynamic ETA based on speed and progress, giving boaters valuable insight into expected fuel use along their intended route.

Fuel efficiency is one of Savvy Navvy’s most popular features, and Sea Tow’s recent member survey helps explain why. The 2026 survey, which generated more than 5,500 responses, found that 84% cited fuel as the boating expense that has increased the most. Among those who have adjusted their habits in response to rising fuel costs, 42% are taking shorter trips, 38% are staying closer to home and 29% are running at lower speeds. The findings show that boaters are actively looking for ways to manage fuel use while continuing to spend time on the water, making Savvy Navvy’s fuel management tools particularly relevant.

Sea Tow’s survey also found that before heading out on the water, more than two-thirds of respondents check the marine forecast, their fuel levels, wind and tides, while one-third plan their navigation route, further underscoring the importance of having reliable information before leaving the dock.

“Boaters are looking for practical ways to make the most of their time on the water, and this collaboration brings together two brands focused on helping them do just that,” said Sea Tow President Kristen Frohnhofer. “Savvy Navvy expands the resources available to Sea Tow Captains and members, whether they’re planning their next trip or already underway.”

Savvy Navvy complements the features available through the Sea Tow App, including radar and wind tracking, tides, Coastal Marine Zone forecasts, and direct access to Sea Tow’s on-water assistance. Together, the apps provide boaters with complementary tools to plan ahead, better prepare before leaving the dock, and make informed decisions while underway.

“We’re excited to work with Sea Tow and bring Savvy Navvy to Captains and members nationwide,” said David Cusworth, Head of Partnerships and Innovation at Savvy Navvy. “Nearly 5,000 boating professionals are already part of our professional program, and their real-world feedback has helped

shape what we've built. Extending that program to Sea Tow Captains, while making Savvy Navvy more accessible to members, is a natural fit, and together we can give more boaters the tools and information to better understand what they're heading into before they leave the dock."

About Sea Tow Services International, Inc.

Sea Tow Services International Inc. is the administrator of the worldwide Sea Tow® membership program and network of Sea Tow franchisees who provide assistance to members. Sea Tow has been the premier leader of on-water assistance for 40+ years. Sea Tow members are provided with a 24/7 connection to Coast Guard-Licensed Captains to assist with their on-water needs. In addition, the franchise network handles salvage and recovery operations, and responds to natural disasters, environmental hazards and oil spill cleanups. Sea Tow's fully redesigned mobile application delivers a more seamless, responsive on-water experience for both members and non-members. Sea Care is Sea Tow's B2B offering that provides participants the option to include on-water assistance membership with the purchase of a boat, trailer, or engine. Visit seatow.com to learn more or follow along on [Facebook](#) and [Instagram](#).

About Savvy Navvy

Marine navigation company Savvy Navvy was founded in 2017 by lifelong boater and ex-Google software engineer Jelte Liebrand, who set out to replace the fragmented mix of charts, weather and tidal tools boaters relied on with a single, intuitive app. Today, Savvy Navvy is used in over 100 countries worldwide and has surpassed three million downloads globally. The app combines official-source charts, integrated weather, tidal data and smart routing to simplify passage planning and on-water navigation for recreational boaters of all levels, giving users optimal routes and dynamic ETAs based on real-time conditions, chart data and boat specifications. In 2024, Savvy Navvy launched Savvy Integrated, designed to create seamless navigation solutions for marine manufacturers, suppliers and OEM partners worldwide. Savvy Navvy is available on Android, IOS, PC and Mac. Find out more on www.savvy-navvy.com.

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