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EPROPULSION AND MACK BORING ANNOUNCE JEFF LITTLE AS BUSINESS DEVELOPMENT MANAGER FOR ELECTRIC CATEGORY

Kayak Fishing Veteran Will Expand Dealer Relationships and Support Product Development

Canton, GA – ePropulsion Americas and Mack Boring & Parts Co., ePropulsion's North American distributor, announced today that Jeff Little has joined Mack Boring as Business Development Manager for the Electric Category. Little will focus on growing the dealer network and working with manufacturers to improve electric propulsion options for fishing kayaks and jon boats.

In his new role, Little will draw on relationships with more than 140 specialty paddlesports and fishing retail shops to expand the Mack Boring and ePropulsion dealer base. He will also work with kayak designers, specialty rigging manufacturers and professionals in the fishing kayak and jon boat industries to develop better equipment and improve the experience for anglers.

"Jeff brings a rare combination of paddling expertise, electric propulsion knowledge and close relationships with the shops serving kayak anglers," said Tom Watson, President of ePropulsion Americas. "His work with our product development team has already helped us address the practical needs of this market. Having him join Mack Boring and represent the ePropulsion brand strengthens the connection between those needs, our technology and the dealers and manufacturers who bring it all together for customers."

Little's appointment follows nine months of intensive product development work with ePropulsion on propulsion systems designed specifically for kayaks. That work has included the kLite 750, which weighs less than 15 pounds with its integrated battery; the kMax 2200 kayak motor; and the 48-volt kMax Battery, which earned the Energy category award in the 2026 ICAST New Product Showcase. He will continue working with ePropulsion on product development alongside his business development responsibilities.

"Joining Mack Boring gives me the opportunity to expand our dealer network and strengthen partnerships with kayak and jon boat manufacturers," said Little. "My focus will be on helping our retail partners grow their electric propulsion business and working with manufacturers to integrate systems that meet their customers' needs. Continuing my product development work with ePropulsion will help us translate feedback from those partners into better products and new business opportunities."

Little has been kayak fishing since 1998 and brings extensive experience in both paddling instruction and kayak motorization. He has earned American Canoe Association (ACA) instructor certification, authored

a book, produced nearly 2,000 videos and taught hundreds of kayak anglers in person on the water. He views paddling skills and electric propulsion as complementary parts of the kayak fishing experience.

Anglers can follow Little's product development work with ePropulsion and his river smallmouth fishing content on Instagram at @JeffLittleKayakFishing, and on YouTube and Facebook through "The Little Stuff."

For more information about ePropulsion and its electric propulsion systems, visit www.epropulsion.com. To learn more about Mack Boring & Parts Co., visit www.mackboring.com.

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About ePropulsion:
ePropulsion was set up in 2012 and is led by a team of technology entrepreneurs that are focused on developing uncompromising superior products. Since the company launched its first electric outboard it has fast become a force to be reckoned with in the electric propulsion market with a presence across Europe, the US and Asia. ePropulsion set out with a clear mission to become the global leader in marine electric propulsion systems and services. This pioneering, market challenger brand is at the very forefront of the industry and is recognized across the world for its exceptional product quality, performance, and technological innovations.

ePropulsion was the first company to launch a brushless, direct-drive electric outboard motor in the market and offers a portfolio of 1 – 6kW outboard engines across its Spirit and Navy ranges. These are renowned for being high quality, quiet, eco-friendly and low maintenance. In 2022, ePropulsion expanded its OEM capabilities with the global debut of the H-Series, an innovative 60-250kW electric inboard motor for vessels between 60 to 100' (18-30m) with full displacement up to 200 tons. Subsequently, the I-Series was introduced, an environmentally friendly electric inboard motor series with advanced technology, smart features, and human-centric design. Supported by the ePropulsion Smart System Architecture (eSSA) and IoT connectivity service, it offers users an unmatched, easy-to-use, intelligent, safe, and reliable experience. The latest additions to the lineup include the X Series and the eLite Motor. Unveiled at Fort Lauderdale International Boat Show and METSTRADE 2023, the X Series features three innovative electric outboard motors—X12, X20, and X40—delivering remarkable propulsion systems with ingenious features. The all-new eLite is the smallest electric outboard in ePropulsion's extensive portfolio. Benefiting from new technology and meticulous design, the eLite is set to transform the tender and small boat market.

ePropulsion products are distributed in North America by Mack Boring & Parts Co. and its network of nearly 500 Authorized Dealers.

ePropulsion remains focused on providing customized and pioneering services for OEMs across the world, offering fully flexible solutions for a wide range of commercial and leisure marine applications. www.ePropulsion.com

About Mack Boring & Parts Co.
Mack Boring & Parts Co. is a privately owned business, having recently celebrated its 100-year anniversary with the fourth generation of continuous family leadership. Today, Mack Boring manages over 500 Authorized Dealers in North and Central America. Our dedicated staff and highly skilled technicians strive to deliver a premier customer experience and continue a tradition of excellence in the marine and industrial markets. Mack Boring distributes and represents well known global brands such as Yanmar, Scania, Isuzu, ePropulsion, WhisperPower, Mercury, Aquadrive, Twin Disc and ZF Marine Gears and is a top selling distributor for many of these lines. For more information, please visit www.mackboring.com



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