

AGAPI CHOOSES SVEDEA AS BOAT INSURANCE PARTNER



Svedea Special Insurance

Boat manufacturer Agapi chooses Svedea Boat Insurance as their insurance partner.

The cooperation covers all of Agapi's boat models and service concept for an easier boat ownership.

Svedea's insurance policy can be signed when purchasing an Agapi boat from June 2013.

Svedea Boat Insurance has partnered with Swedish RIB manufacturer Agapi with main office in Stockholm. The partnership means that Agapi now offers boat insurance from Svedea in connection with the sale of Agapi boats, and as part of Agapi's service concept for a simple boat ownership.

'Just as we do, Agapi is committed to make it easier to own a boat and it feels great to be a part of their innovative value propositions'. Says Göran Södergren, sales manager at Svedea.

'We believe that the new breed of boating people will increasingly choose turn-key solutions making boat ownership less complicated and time consuming. A good insurance policy is an integral part of our service concept and Svedea Boat Insurance is a company that lives up to the demands and needs that our customers and we have'. says Peder Asplund, CEO Agapi and co-founder.

Svedea Boat Insurance

Svedea Boat insurance is a business area within Svedea Specialty Insurance, a niche company with a clear ambition: to become number one in the market segments in which the company operates. High commitment, strong customer focus and a passion for insurance characterize Svedea. International Insurance Company of Hannover Ltd. stands behind Svedea, a wholly owned subsidiary of one of the world's largest reinsurance companies - Hannover Re.

Agapi Boating

Founded in 2006, Agapi Boating is a Swedish company with the vision of creating a completely new kind of boat life. Since the launch of our first boat, we have been setting a new course in boating. In 2010 we were awarded 'Rookie of the Year' and in 2013 our Agapi 750 was nominated 'Motor Boat of the Year'. Today, Agapi is majority owned by Alejandra Levinas Asplund and Peder Asplund, CEO. The Board and shareholders include a number of known profiles in both the boating world and Swedish industry. For us, boating is about one thing - *freedom*. This is why we have taken out a new course for the design and manufacture of high-performance, fuel-efficient family boats with an unbeatable mobility that we offer with new ownership and service solutions for a simple and fun boating life.