

The innovative Swedish boating company Agapi now launching in Helsinki, Finland. Finnish boaters now have the opportunity to join the revolutionary Agapi Club – the feeling of having your own boat in several ports around the world.



February 9, 2018 marks the dawn of a new era in boating for Finland.

The Swedish-born Agapi Club is launching in Helsinki, setting a new standard for what to expect when it comes to boating. Agapi

Club members get access to the premium Agapi boats in Stockholm, Gothenburg, Palma de Mallorca, and now also Helsinki.

"When you want to start exercising, you don't go by a gym. So why buy a boat when you want to go boating?"

From this simple question, Agapi's answer is a completely new way of enjoying a boat. Not just any boat, but internationally awarded Agapi 800s and 950s, which are considered to be the most versatile boats on the market today.

"We started Agapi in 2006 when we couldn't find a boat that gave us what we wanted – so we built it ourselves instead," says founder and CEO Peder Asplund.

"Since then we have been nominated internationally several times and sold over 100 boats. Three years ago, we tested a new concept, based on a revolutionary way of having a boat, and we launched that commercially in March 2017. After this first year, we are filled with enthusiasm from our members in Stockholm and Mallorca. The interest from not only traditional boat owners, but also new groups of people is very intense. In their own words 'this is the future of boating' or 'this is really how boating should be'. Hearing this directly from our customers makes us very proud. We are super excited to add and welcome Helsinki and its beautiful archipelago to the Agapi family."

Become a member today and go boating tomorrow!

Here's how to become a smarter boater, watch the Agapi Club film: <https://youtu.be/6N-oxLivQPI>

More information and material on Agapi Boating and Agapi Club available at www.agapiboating.com

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The Agapi Center in Helsinki will be situated in the center of HSK, Helsingfors Segelklubb, harbour at Lattasaari, enabling Finnish and international boaters central access to one of the world's most beautiful archipelagos, enjoying it on a versatile, comfortable power boat.

"We really look forward to the 2018 season," say Evert Mahlamäki and Daniel Jahn, Agapi's representatives in Finland.


"We are not only connecting Agapi to Finland, but we are connecting premium-seeking Finnish boaters to Swedish and Spanish waters. When people discover that they can have more boating with less effort and hassle – and much lower costs – we know we will change the Finnish boat market," says Mahlamäki.

Agapi Boating and Agapi Club

Agapi is a Swedish boating company founded 2006. In 2010, Agapi launched a completely new boat concept, a mix of a performance boat, lightweight RIB, and family cabin boat. It was recognized as the most versatile boat on the market, and was awarded 'Boat of the Year' at the Stockholm Boatshow.

Since then, Agapi has launched two new boat models and the unique Agapi Club, a concept making Agapi boats available to members. The Helsinki Agapi Club is the fourth club center, joining Stockholm, Gothenburg and Palma de Mallorca.

Members enjoy the benefit of accessing a new Agapi boat. They can book it online and use it at will, through Agapi's own software system, accessible on any device. Become a member, book and go boating – it's as simple as that – in Helsinki or at any other Agapi Center worldwide. Always on a boat you are familiar with. Forget about maintenance, insurance, winterizing or harbour duties. All you have to care about is boating. The Agapi Club enables premium boating for demanding modern boaters in a new way. Not pooling, not renting, not just any boat. Agapi Club – the way to have a boat as your own without owning it.

 Agapi Boating AB is a privately owned company founded in 2006. Alejandra Levinas Asplund and Peder Asplund are the founders and driving force behind the initiative, inspired by their own insights and vision of creating a new kind of boating life. A number of well-known profiles in the Swedish business industry can be found in Agapi's Board and among its shareholders. Agapi's vision is to create a whole new type of boating life focusing on freedom, simplicity and environmental friendliness. They do this by challenging traditional thinking around boat design, manufacturing and the traditional ways of owning a boat. Since the launch of the first boat, Agapi have been setting a new course in boating. Today, Agapi sells boats and drives the development of 'shared economy boating' through its Agapi Club. Club members get access to Agapi's internationally awarded boats through Agapi's own online booking system and software. The concept is based on more than 10 years of charter experience and offers membership to both the private and corporate markets. Agapi Club makes premium boats affordable and available to more boaters than ever before.