

AGAPI CLUB THE FUTURE OF BOATING EXPANDS ON MALLORCA

PRESS RELEASE
Palma de Mallorca, 15 April 2019

With focus on sustainable boating and a sharing economy business model, Agapi Club offers a better and easier boating life.

INVITATION: come and visit us on Palma Boat. On Saturday 27th of April we invite you to a press release at 07.00 PM in our booth B33.

From Stockholm, to Helsinki, Gothenburg, Mallorca and now Porto Cristo. Agapi Club, the successful premium boating club expands its membership service to Porto Cristo on the eastern side of Mallorca!



Agapi Club members ready for an outing - Summer 2018

Agapi Club offers a high- performance boat always accessible on demand to the busy and active people of today. With a simplistic membership model, we cover both everyday boating and more exotic excursions with access to all our Centers.

“ Agapi Club has an unmatched level of lifestyle offer for all boating interested people in Mallorca. Establishing Agapi Club in Porto Cristo is perfect. This is a part of Mallorca filled both with active people and wonderful waters and “calas”. Agapi Club and its concept is really the future way of boating since it brings completely new possibilities for both boaters and modern marinas. We have more than 25 years of experience, are partners to several of the biggest shipyards in the world and we are truly happy to add the Agapi concept to our partner pallet. ” says **Jaume Vaquer, CEO at Jaume Vermell Náutica** in Porto Cristo.

Agapi is a Swedish boating company founded 2006 that in 2010 launched a completely new boat concept based on combination of a high-performance, lightweight RIB, and family cabin boat. Combining rough handling with aesthetics, performance with fuel efficiency and fun with family it was quickly recognized as the most versatile boat on the market. It has since its introduction won several national and international awards. In 2017, Agapi Club was launched after two years of pilot testing.

Agapi Club gives its members access to a boat they are familiar with in all Agapi Centers worldwide. Booking takes just 15 seconds and is made online anywhere in just a few clicks on a smartphone or laptop. It is like having a boat as your own without all the hassle and downsides of owning. In Mallorca the demand for concierge services and tough salt environment add to our service concept. The boats always shipshape, ready at the dock even prepared with lunch for the day if so wanted.

“ We have had a great response with Agapi Club, even though - or rather because - it creates a whole new way of thinking about how to have a boat. Agapi Club is not pooling, not renting or not just any boat. Agapi Club is the way to have a boat you know as yours without owning it. It is all the positives without the negatives. ” says **Peder Asplund, CEO of Agapi**

Become a member today and go boating tomorrow!
Watch the [Agapi Club film](#). More information and material on Agapi available at www.agapiboating.com

Contact Agapi Club Mallorca

Calanova
Stefan Roslund, Agapi Boating SL
Port Calanova, Avinguda de Joan Miro 327
07015 Palma de Mallorca
E-mail: stefan@agapiboating.com
Tel: +34 69 37 89 849

Porto Cristo
Jaime Vaquer, owner and CEO at Jaume Vermell Náutica
Carrer del Puerto 126, 07680 Porto Cristo
E-mail: jaume@vermell.com
Tel: +34649406094

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 has 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.

