

SET A NEW COURSE AND BE PART OF CHANGING THE NATURE OF BOATING

Agapi is targeting the new emerging boating customer that value freedom but expect comfort and convenience.

They are aware, responsible and eco smart. Most of all, they are looking for something new in boating and this is exactly what Agapi delivers like no other.



AGAPI



WHO IS AGAPI?

Agapi is the Swedish boat and lifestyle company making waves worldwide meeting the emerging demand of more modern boating solutions. This is done by introducing a new kind of boat in the premium segment and adding a family of services enabling new ways of using and owning the boat never seen before. Agapi's business model is built on the implementation of an international boating community, Agapi Centers and a mix of traditional sales of boats, sales of services and Club memberships.

Innovation in design, engineering and production has enabled Agapi to conquer new waters with boats that offer more worry free boating life than what has been available before. Today, Agapi is transforming modern boat ownership and winning customers among the new global breed of boating people who desire more time on the water, any waters, and less of the constraints usual boating thinking bring them. We're doing this by changing the rules of traditional thinking around boat construction and the conventional ways of owning a boat.

A FAMILY OF AWARD-WINNING BOATS

The base for a successful concept is the core product, the actual boat. Agapi introduces a new kind of award winning boats that combine the outstanding features of RIB (Rigid Inflatable Boats), boats with the best of traditional family and performance cruisers with a unique combination of flexibility and qualities. To compare it to the SUV phenomenon in the car industry is not too far fetched. Stylish, versatile, sporty and potent cross country vehicles. This segment is today the car industry's fastest growing and most strategically important segment. Agapi is the modern and stylish SUV of the sea and we wish to create a new segment among premium boats. This is important to bear in mind when comparing Agapi with others.

Our vision is to become Tesla Model-X (their newly released SUV) at sea, where performance is not compromised using E-power. To achieve this, weight is crucial and this is one of our strengths and core focus areas. Assuming BMW/Audi will follow-suit, we do not only want to be perceived the same as these two brands in terms of quality and brand perception, but we are also looking at the same customer segment. The biggest advantage and the reason why we choose to develop the RIB into a family oriented performance cruiser is the unmatched flexibility and versatility our boats offer. We dare to claim no other boat is even close to the mix of qualities and application areas as an Agapi. This is why this boat is the perfect choice for the concept we want to implement.



AGAPI | 950



AGAPI | 750



THE AGAPI CONCEPT

Agapi shifts the focus to experiencing and enjoying in boating and we're not alone. Today we share this emphasis with a more demanding new generation of boaters. It should be simple and liberating to have a boat. And it should be relaxing, fun and actually worth the money you invest!

We have started to implement an international network of Agapi Centers offering unique services and innovative solutions to Agapi owners and everyone who loves the sea. Our Centers offer traditional boat sales which, in spite of a tough and stagnating market, will establish a profitable boat sales since we are convinced our type of boat will continue to gain market share. More important, these Centers will offer completely new customer solutions as Shared Ownership and Agapi Club, a membership service where you do not own the boat but just enjoy it instead. Our experience and all trend analysis point in the same direction, the market for networked solutions such as sharing economy, has arrived and will grow.

Our ambition is to become the first boat company really putting the end customer and their needs in focus. This is done through building an international network of minds alike (which is perhaps the biggest challenge in a conservative business) and connect these. As an example, we are convinced connections such as Stockholm - Mallorca have an amazing potential in offering customers a boating solution for customers with homes in two locations. Our solution is unique and already proven very attractive and successful. One additional aspect with the Agapi concept is that we see companies as one of the fastest growing customer segments which represents a very large business potential.



AGAPI INTRODUCES A NEW DIMENSION OF FREEDOM

To explore new waters through its easy trailer-ability.

To minimise storage costs due to the same quality - even the 950 is built for the trailer!

To explore new waters thanks to its sea-worthiness, range and cruising speed.

To go far without burning tons of fuel - best in class in terms of fuel consumption!

To bring 10-12 guests and safely enjoy a wonderful day at sea.

To stay out for a week if you wish.

To safely leave the boat in the hands of your kids for water sport.

To easily navigate new waters thanks to Agapi Routes.

To enjoy an Agapi without owning it through Agapi Club.

To cost efficiently enjoy an Agapi through shared-ownership.

To experience wonderful boating destinations with Agapi World.

To have the freedom to choose your level of monthly cost (from 500 Eur) and accessing an amazing boat life.

To leave the boat in safe hands at a very reasonable cost during the whole year, not only during the off-season.

TEN REASONS WHY BOATING TRENDS FAVOR AGAPI

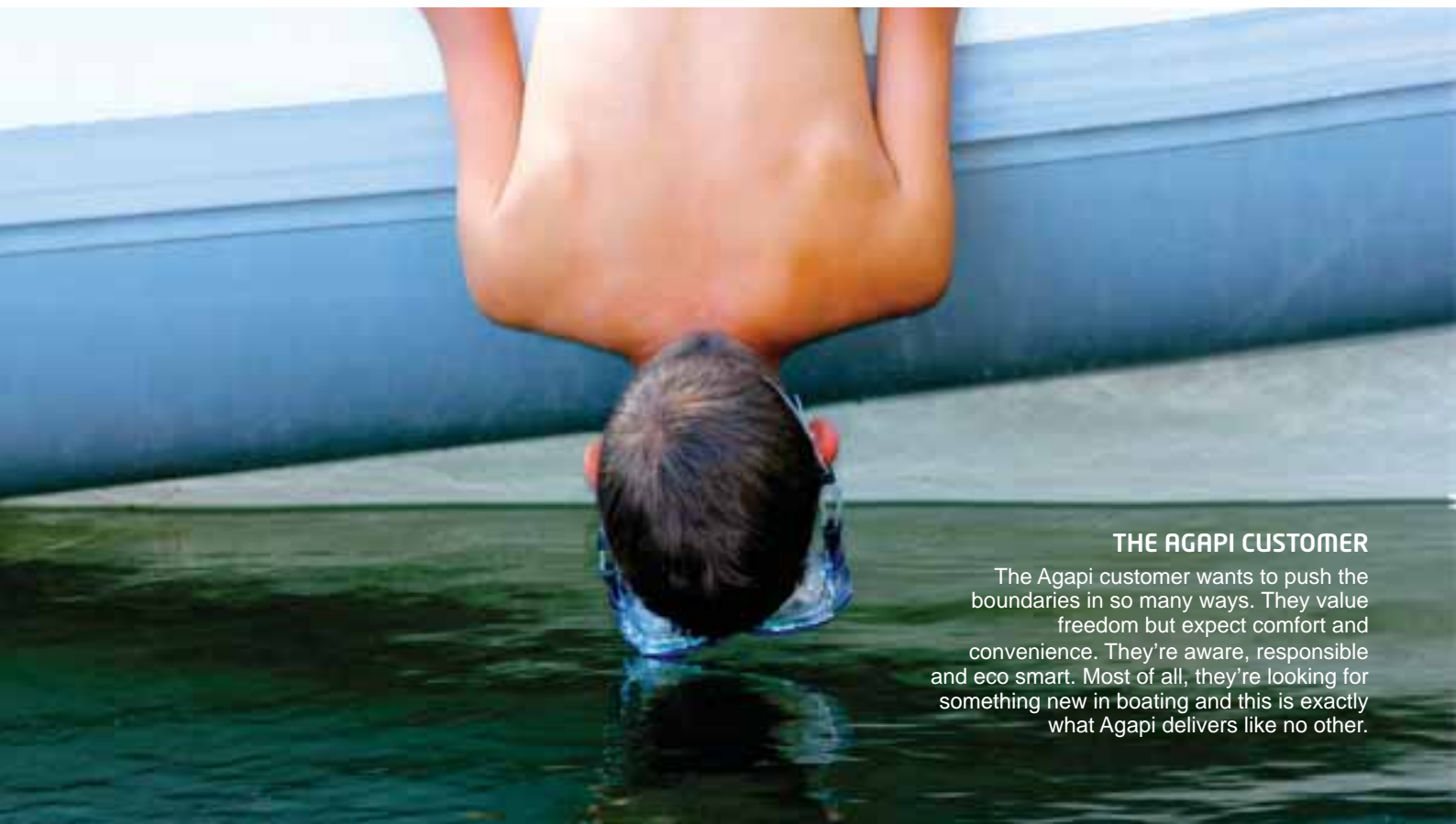
1. There is a clear trend to move from larger conventional boats to smaller boats for fun, simplicity and lower maintenance costs.
2. The new boating generation is looking for more modern boats allowing a great flexibility at sea with as few limitations as possible.
3. Although boating people are out at sea for shorter amounts of time they still want the comfort of a cabin, kitchen and toilet.
4. The Paris climate meeting was a new mile stone in confirming the international shift in the concern for the environment. People do not want to burn tons of fuel and they are looking for best-in-class in terms of fuel consumption and solutions for minimal eco impact.
5. Safety is becoming more and more important as more less experienced people want access to boating. Customers want to feel safe even in rough waters and poor weather.
6. Easy to learn and non-stressful to handle around other boats and when it's time to dock is also more and more asked for due to the same reason. Making boating a true family matter improves the probability of being out at sea more often.
7. The most noticed and celebrated boats at international boat shows in 2014 and 2015 are hybrids serving more than one purpose.
8. Worldwide, more people are transporting their boats by trailer so they can explore exciting new waters.
9. The demand for convenience and comfort is growing all the time and boating is no exception thus requiring new service solutions.
10. On average, the new boating generation initially uses their boat for less than 20 hours a year, which is why pooling or shared ownership is growing rapidly.

MARKET AND TARGET GROUP

Agapi is targeting the new emerging boating customer that value freedom but expect comfort and convenience. They are aware, responsible and eco smart. Most of all, they are looking for something new in boating and this is exactly what Agapi delivers like no other.

We see growth potential in the following areas:

1. Conventional boat sales (increasing market share)
2. Shared ownership
3. Agapi Club



THE AGAPI CUSTOMER

The Agapi customer wants to push the boundaries in so many ways. They value freedom but expect comfort and convenience. They're aware, responsible and eco smart. Most of all, they're looking for something new in boating and this is exactly what Agapi delivers like no other.

1. Conventional boat sales (increasing market share)

We believe the market for “normal” boat sales will remain the same or even stagnate since modern families have so many activities competing for the time and interest. Even though the market for multi-use and versatile boats, as the Agapi series, will grow, the overall market will not. Another reason for a possible decline of conventional boat sales is the ratio between maintenance cost and boat usage. Given boats more and more tend to depreciate as cars, the cost per used hour unfortunately often ends up darkening the joy of using the boat...

2. Shared ownership

Four out of the last eight Agapi 950's sold in 2015 were sold for shared ownership. We are convinced this is a trend that will increase quickly due to its significant advantages. By offering a very potent boat, with all services included, at cost levels never heard of, will open a new market segment for people who had not been thinking of owning a boat.

We have chosen to highlight this product/service sale since this is a relevant growing market. One interesting aspect with shared ownership is that it has a growing potential of all-included services. This product is mainly focused on the main cities and exclusive suburbs.

3. Agapi Club

Agapi Club is a unique hassle-free membership club that offers unheard solutions for everyone that loves boating. Available for individuals or companies, Agapi Club offers:

- ♦ As a member you have unlimited access to an Agapi boat whenever you need it at different locations.
- ♦ You can book the boat when available and there is no limit on how many days (<24h) of usage.
- ♦ Each customer can have up to two active bookings in the calendar.
- ♦ A booking can be a free Club-day (unlimited and <24h) or several days in a row where the first day is free and all additional days come with a small fee.
- ♦ If extra days are desired, you can book up to a week where each extra day outside the free Club-day has a smaller additional fee.
- ♦ Very simple booking rules and routines, only fill the boat up and out you go and enjoy. We take care of the rest (cleaning services are additional).
- ♦ During your booked time, you have the possibility to rent a trailer and use the boat where-ever (not outside the country)
- ♦ Included in Agapi Club is full service; mooring, winter storage, engine service and insurance.
- ♦ Agapi Club is available in Stockholm and Mallorca and more attractive destinations are to be opened during 2016.
- ♦ As a member, you have access to other Agapi Club destinations at the same cost as an extra day.

One of the true key differentiators of Agapi Club is as mentioned before the ability to go boating with “your” boat at different attractive destinations. The potential of building an Agapi community is huge and it enables boat lovers from all corners of the world to truly enjoy and explore new waters.

TRACK RECORD

In 2013 we introduced the revolutionary Agapi 750, a new, innovative model to fulfil the ambition of a more fun, simpler and environmentally friendly kind of boat life. A boat life with added services that offer a completely new dimension of freedom. Aimed at boating people looking for a high performance, family oriented and convenient boat. To our great satisfaction, in March 2014, our 750 has been awarded people’s choice “**Motor boat of the Year 2013**”. For 2016, a completely new model, Agapi 800, based on the same hull, will be released to replace the 750.

Agapi repeats the success of the 750 and in 2015 the new Agapi 950 becomes finalist for “**Best of Boats International Award 2015**”. Agapi 750’s and 950’s unique selling points define all future models where a modern and functional Swedish design combined with fuel efficiency, flexibility and mobility outperforms its competitors. Agapi becomes the intelligent choice for the new breed of boating people looking for a high performance family oriented boat.

During Q4, 2015, we reached a 100 boats sold which is a great mile-stone for a small start-up company. Having had 100 customers, we are happy to conclude our assumptions are proven correct. Our target group is the same as with Volvo, BMW and Audi SUV's and four wheel drive models and it is surprising to note how large proportion of our customers owning these kind of cars. We want to address people appreciating a premium product aimed at a modern boat life. Our customers want to be perceived to be in the forefront and both modern and a little bit daring.

COMPETITION

Since no other boats on the market boast the same combination of qualities as Agapi today, we have no direct competitors on the market yet. We believe this will change. We can see signs of attempts from parts of the industry. This is good for us and we will benefit from more actors promoting this segment. Even though some people still might classify our boat as a RIB, more and more understand the nature of Agapi, a perfect marriage between a RIB and a conventional family boat. Our ambition is to establish and own the lead of a new emerging market segment.

The second hand market for conventional boats is today the biggest challenge for Agapi. It affects both willingness to sell old boats (trade in value) and represents an attractive alternative for some of our potential customers, given the drastic drop in prices during the last few years.

When we address the subject of competition, we need to point out the difference between selling boats and selling boating. *Agapi sells boating.* We create a network of minds alike and we cater for them. We add value, freedom and solutions to a modern boating life that maximises time on water. Agapi talks with and listens to customers and invites Agapi boat owners to participate in development meetings and sharing experiences. Agapi connects customers with each other and across markets. We as owners and founders live our product promise. We build relationships with people who simply want more from their boating.

Our focus on, and ability to build and nurture our network of ambassadors and boat owners is a clear differentiator. All of the above is hard to copy for a big and traditional boat company. In this sense, we do not have any competitors today and we are actually creating a completely new niche of product.

AGAPI CARES FOR THE ENVIRONMENT

A core part of Agapi's DNA is a strong focus on preserving the environment without compromising on the boat's performance. Agapi strives to cut significantly fuel consumption compared to conventional boats. At the same time, we are seeing the new boating generation moving from boats that demand unnecessary high fuel consumption.

As with other transportation industries, fuel consumption in boating is related to weight. Light weight RIB-technology means outstanding performance in all kind of weather and sea. By combining RIB-technology with carbon fibre and light-weight sandwich construction, Agapi has achieved a best in class boat that delivers high performance with a low environmental impact. The low weight further enables Agapi boats to be easily trailerable as well as simpler to lift with boat lifts, eliminating the need for toxic anti-foil paint.

In the years to come, Agapi believes boating will move over to E-power, following the current trend in the car industry. This can only happen when performance is un-compromised. Agapi's vision is to become the first boat to combine E-power and performance for a family oriented mass market product. This is why we today have the Tesla Model-X as our vision since that is the first car on the market that combines the unique flexibility of a SUV with E-power.





Smart Swedish design



Uncompromising performance



Green profile

AGAPI'S DNA

Agapi is convinced the future requires a new kind of boat and owner set-up solutions where elements like freedom, simplicity, safety, fuel consumption, mobility and cost efficiency play a much bigger role.

A new breed is emerging with a love for the sea which is as deep as ever but refusal to accept the costs and hassle related to conventional boats.

Through the unique Agapi feature combination and a strong brand representing freedom and innovation, Agapi attracts the new boating generation.



Liberating mobility



Safety & Easy Handling

Smart Swedish Design Modern and intelligent Swedish design with a vast flexibility. A perfect and sporty day-cruiser, weekender or vacation boat with all the comfort you need. Its great versatility also makes the boat suitable for water sports, commuting, fishing and professional use.

Uncompromising Performance Superior sea-worthiness, large guests capacity and easiness to handle, all trade marks of the conventional RIB, combined with comfort and aesthetics connected with potent cabin sport cruisers Agapi is a segment of its own. Truly a joy to drive, for everyone in the family, which is becoming more important.

Green Profile Starting with design to performance. Agapi is committed to produce boats that have as little environmental impact as possible without compromising on the boat's performance. A light construction using carbon technology together with the RIB concept that results in a boat lighter but still more seaworthy than a conventional one of same size. Low weight means lower fuel consumption and a boat that can easily be stored on a trailer all year round thus avoiding toxic anti-foam paint.

Liberating Mobility This boat series is extremely simple to store and transport on a trailer. An Agapi 750 can be easily towed by a family car (weight of boat, engine and trailer <2000 kg). Thanks to easy handling and trailerability, total cost of ownership and full service agreements can be offered at significantly lower levels than conventional boats.

Safety & Easy Handling It is well known that a modern RIB is both simpler and performs better than conventional boats at high speeds or when docking. Since safety always should be first priority at sea this is not a small thing. Everyone on an Agapi can handle it.

AGAPI 950



TECHNICAL DATA

Length with inflated tubes: **10 m**
 Width with inflated tubes: **3,06 m**
 Draft with titled engine: **0,45 m**
 Tube diameter front: **300 mm**
 Tube diameter aft: **550 mm**
 Water tank: **90 liters**
 Weight excl. engine from: **2200 kg**
 Top speed: **54 knots**

Outboard single engine
 Recommended max hp: **350 hp**
 Fuel tank liters: **300-480**
 Weight incl. engine & trailer from: **3200 kg**

Outboard twin engine
 Recommended max hp: **2 x 300 hp**
 Fuel tank liters: **2 x 240**
 Weight incl. engine & trailer from: **3400 kg**

Inboard
 Recommended max hp: **370 hp**
 Fuel tank liters: **300-480**
 Weight incl. engine & trailer from: **3500 kg**

PERFORMANCE TESTS performed by Yamaha

2x Yamaha 300 HP		
RPM	Speed (kn)	Liter / n.m
600	2,9	1,66
1000	5,0	2,00
1500	6,9	2,26
2000	8,7	2,90
2500	16,6	2,24
3000	23,8	2,03
3500	29,4	2,26
4000	36,6	2,43
4500	40,8	2,80
5000	46,1	3,01
5500	51,4	3,26
5800	53,6	3,54

1x Yamaha 350 HP		
RPM	Speed (kn)	Liter / n.m
1000	5,5	1,07
1500	7,0	1,37
2000	8,7	1,82
2500	12,5	1,90
3000	18,6	1,65
3500	23,2	1,74
4000	28,2	1,87
4500	31,8	2,04
5000	35,6	2,21
5500	40,0	2,59
5700	41,5	2,88

0 to planning - 5 sec
 0 to 30 kn - 10 sec
 0 to top speed - 35 sec
 Trim angle at cruising speed 3 deg

0 to planning - 6 sec
 0 to 30 kn - 16 sec
 0 to top speed - 45 sec (w/o trim tabs)
 Trim angle at cruising speed 3 deg

THE NEW AGAPI 800



TECHNICAL DATA

Length: **7,80 m**
 Width: **2,55 m**
 Draft with titled engine: **0,35 m**
 Tube diameter front: **320 mm**
 Tube diameter aft: **435 mm**
 Fuel tank: **250 liters**
 Max load: **900 kg**
 Weight excl. engine from: **1200 kg**
 CE-approved: **10 pax**

Outboard
 Max engine: **300 hp**
 Top speed: **52 knots**
 Total weight incl. engine & trailer from: **1800 kg**

PERFORMANCE TESTS performed by Yamaha

1x Yamaha 250 HP		
RPM	Speed (kn)	Liter / n.m
2500	12,6	1,29
3000	21,3	1,11
3500	26,1	1,24
4000	30,5	1,38
4500	34,6	1,51
5000	40,0	1,77
5500	44,2	1,94

1x Yamaha 300 HP		
RPM	Speed (kn)	Liter / n.m
2500	15,6	1,16
3000	22,6	1,06
3500	28,4	1,20
4000	34,6	1,35
4500	40,1	1,51
5000	44,4	1,73
5500	49,0	1,95

0 to planning - 5 sec

0 to 30 kn – 11 sec

0 to top speed – 37 sec (w/o trim tabs)

SWEDISH DESIGN

Agapi boats have been carefully developed, and the result is a series of unique and award-winning boats, created by intelligent Swedish design in every detail.

Håkan Södergren is the creator of Agapi's hulls and since 2015, also Agapi's head designer in cooperation with OAXS Design. Håkan Södergren is one of Scandinavia's most experienced yacht designers and a well-known designer internationally of high performance cruisers as well as a number of family powerboats for the Scandinavian market.

"To construct the hull to the AGAPI 750 and 950 has been an inspiring task being AGAPI one of the leading players of RIB boats with a modern approach to boating. The hull we have developed is a step into the future with expected low operating costs and excellent seaworthiness and comfortable ride for the crew". Says Södergren.

AGAPI'S STRONG PRODUCTION PARTNER

In 2015, Agapi entered into a joint venture with Delphia Yachts, one of Europe's leading boat builders. This JV assures premium quality and production capacity to meet the growing demands for our boats. The history of Delphia began with two brothers. Now, under a common flag, Delphia unites a variety of passionate people sharing the same idea: *'Our yachts are the simplest way to bring passion to life, designed in adherence to nautical standards developed over countless years and built using technologies to ensure uncompromising strength by master craftsmen. We place our focus on sailing properties, production technologies and ergonomic design'.*

The Delphia Yachts shipyard was founded in 1990 by brothers, Piotr and Wojciech Kot. In 2015 Delphia celebrated its 25th anniversary. Behind Delphia are 25 years of dedication and they have built one of the largest boatyards in Central Eastern Europe. Over the years, Delphia has manufactured over 20,000 vessels for oceangoing, seagoing and inland use. Developed over 30 models and created their own marina. The company has also introduced a range of their own models perfect for seas and oceans, Delphia and Escape.

Demand for Delphia's has been increasing year by year as the result of a flourishing and dynamically developing dealer's network. Delphia has extended their activities over European markets going further to the USA and Canada, Russia, Japan, China and Australia. Today 95% of their total production is exported. Delphia Yachts has been granted with numerous awards among others the "Economy Award of the President of the Republic of Poland" 2014 as well as distinctions and nominations such as the "European Yachts of the Year" for Delphia 47.

WHAT INTERNATIONAL BOAT EXPERTS SAY ABOUT AGAPI

Agapi's boats are regularly tested by both, Swedish and international boating media, digital sites and lifestyle magazines.

SWEDEN. Båtliv magazine by Lars-Åke Redeen: *'The Agapi 950 is a versatile boat for the needs of the modern family. In addition to that, it has a remarkable speed range and high quality construction.'*

NORWAY. Båtliv magazine by Ole Henrik Nissen-Lie: *'Agapi's main concept is that boating is all about freedom. Freedom to use the boat when it suits you. And freedom to travel with your own boat wherever you want.'*

NETHERLANDS. Yacht View by Alfred Boer: *'Important principles for Agapi are easy to navigate for both new and experienced boaters, high versatility and an optimal fuel economy. The tubes provide an extra protection which on the busy waterways of the Amsterdam canals present an unprecedented advantage.'*

UK. Motor Boat magazine: *'Agapi's focus is on making boating easier and more accessible through modern and intelligent design solutions'.*

SWEDEN. Lyx.se by Michaela Hemgren: *'The new Swedish Agapi 950 is a dream for boat lovers of all ages. The 950 is a high performance yet lightweight and fuel-efficient family boat that meets today's diverse demands for boating.'*

POLAND. Wiatr magazine by Arek Rejs: *'To provoke the Agapi 950 is a hard task. A sharp turn at full speed does not make much of an impression on the 950 and we do not have to worry to be thrown out of the boat. The hull's sharp V-shape cuts the waves like a knife, without even splashing water on the sides. The trip is really enjoyable. As a skipper it feels like driving a luxury off-road vehicle.'*

SPAIN. Nautica & Yachts magazine by Luis Bosch: *'The Agapi 950 is innovative, smart and very versatile. Built with very high standards of quality. It was created to be enjoyed by the entire family without compromises and with an outstanding performance at sea.'*

AUSTRIA. Ocean7: *'Agapi 950, the SUV among the boats. Many surprising details and excellent driving performance.'*

CROATIA. Burza Nautike magazine by Daniel Bevandić: *'We have to admit that the Agapi 750's seaworthiness is unique and it can not be compared to any other boat on the market!'*

POLAND. Wiatr magazine by Arek Rejs: *'We tested a remarkable motorboat, the Agapi 750. The tubes around the hull make the boat very stable, secure and comfortable and they add a lot of fun to the navigation. It performed very well.'*

SWEDEN. Lyx.se magazine by Magnus Kihlstedt: *'Agapi, probably Sweden's most exciting boat company and RIBs. Few boats that I've driven deliver such a confident feeling.'*

INTERNATIONAL PRESS COVERAGE

Lot more than a RIB

Agapi 950: The ultimate family boat. It's got a cabin, a sunroof, a stereo, a TV, a cooler, a sink, a stove, a shower, a toilet, a radio, a compass, a depth sounder, a speedometer, a tachometer, a fuel gauge, a battery charger, a battery disconnect, a battery monitor, a battery saver, a battery maintainer, a battery charger, a battery disconnect, a battery monitor, a battery saver, a battery maintainer.

Traditionelle RIB for the family

Agapi 950: The ultimate family boat. It's got a cabin, a sunroof, a stereo, a TV, a cooler, a sink, a stove, a shower, a toilet, a radio, a compass, a depth sounder, a speedometer, a tachometer, a fuel gauge, a battery charger, a battery disconnect, a battery monitor, a battery saver, a battery maintainer.

Bootshandel

Das Magazin für Motor- und Bootliebhaber

AUF INS FINALE

Agapi 950: The ultimate family boat. It's got a cabin, a sunroof, a stereo, a TV, a cooler, a sink, a stove, a shower, a toilet, a radio, a compass, a depth sounder, a speedometer, a tachometer, a fuel gauge, a battery charger, a battery disconnect, a battery monitor, a battery saver, a battery maintainer.

Un nuevo concepto de semirrigida

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SUV UNTER DEIN BOOTEN

Agapi 950: The ultimate family boat. It's got a cabin, a sunroof, a stereo, a TV, a cooler, a sink, a stove, a shower, a toilet, a radio, a compass, a depth sounder, a speedometer, a tachometer, a fuel gauge, a battery charger, a battery disconnect, a battery monitor, a battery saver, a battery maintainer.

LYX TESTAR: AGAPI - SVERIGES KANSKE MEST SPÄNNANDE RIB

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Der totale Spaß

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Sveriges tuffaste motorbåtstidning

BÅT AGAPI

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BURZA NAUTIKE

Agapi 750, Navigatör 999 Classic, Hvalde Många Tursföreningar, Hvalde 210, 270, 310, 370, Allpage 1-4.0

Båtbyggare med flyt

Agapi 950: The ultimate family boat. It's got a cabin, a sunroof, a stereo, a TV, a cooler, a sink, a stove, a shower, a toilet, a radio, a compass, a depth sounder, a speedometer, a tachometer, a fuel gauge, a battery charger, a battery disconnect, a battery monitor, a battery saver, a battery maintainer.

En svensk RIB-revolution

En familje-RIB med kabin, lätt rodd att trilla efter personbil. Agapi Marina lanserar en världsenhet i vår.

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Nytt

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Spacious RIB 1900 can handle many needs

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YACHT VIEW

Agapi 950

de SUV ender de sportboten

Med båten på släp

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AGAPI PR TOURS 2010 - 2015



Agapi in Canal du Midi, France



Agapi in Barcelona, Spain



Agapi in Palma de Mallorca, Spain



Agapi in Rab, Croatia



Agapi in Venice, Italy



Agapi in Lucerne, Switzerland



Agapi in Lake Como, Italy



Agapi in Lake Maggiore, Italy



Agapi in Lake Garda, Italy



Agapi in Håverud Aqueduct, Sweden



Agapi in Lokobbarna, Sweden



Agapi in Flåm Fjords, Norway





AGAPI IS SETTING A NEW COURSE

Agapi Boating AB is a private company founded in 2006. Peder Asplund and Alejandra Levinas Asplund are the founders and driving force behind the venture, inspired by their own realization that the boating life could be made fundamentally simpler and much more fun. The business model is radically different from existing solutions. With the lightweight, environmentally friendly, comfortable Agapi boat series, we feel we've come of age.

Agapi shifts the focus in boating from owning and maintaining to experiencing and enjoying, and we're not alone. Today we share this view with more demanding boaters. It should be simple and liberating to have a boat. And it should be relaxing and fun!

Agapi is convinced the future requires a new kind of boat and owner set-up where elements like freedom, simplicity, safety, fuel consumption, mobility and cost efficiency play a much bigger role. A new breed of boating generation is emerging with a love for the sea which is as deep as ever but refusal to accept the costs and hassle related to conventional boats. Experience a worry-free boating life with Agapi!

AWARDS & NOMINATIONS

Since the launch of our first boat, we have been setting a new course in boating.

In 2010 Agapi Boating AB was awarded **'Rookie of the Year'** for innovation in the boating industry.

In 2013 the boat model Agapi 750 has been awarded **'Motor boat of the Year - People's choice'**

In 2015 the boat model Agapi 950 has been nominated for **'Best of Boats International Award'**.

AGAPI POWERS AHEAD

We'd love to tell you more about the Agapi boat series so please get in touch with us and book a test drive. Once you have experienced an Agapi and its possibilities, there's no going back!

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