

French Maker of Electric Boat Motors Expands into United States

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Justine PERUSSEL

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PORTLAND, MAINE, 7, OCTOBER, 2024 – Today TEMO announced the creation of its subsidiary “TEMO USA Inc.” in the United States (Delaware) with an operational unit in Portland, Maine.

With a logistics center to manage goods and after-sales service, as well as sales offices with a dedicated team, the company is fully operational to accelerate the development of its brand in North America.

A US subsidiary to meet growing demand

American boaters discovered the TEMO brand thanks to the success of its first electric motor, the TEMO.450, designed for tenders and light boats. More than 5000 units have been sold worldwide since 2019 including 300 to US and Canadian buyers since its official launch 1 year ago on the North American market. The opening of TEMO USA will make it easier to supply the dealer network and respond rapidly to growing demand.

Alexandre SEUX, president of TEMO, commented, "The establishment of the company in the United States is a key step in the development of our activities. It should allow us to strengthen our presence on the ground and quickly gain market share in this territory which we know has great potential. The electrification of boating is a booming subject in North America, and our engines offer a simple and comfortable alternative to getting started with electric vehicles."

For Nick Steenberg, TEMO USA Business Development Manager, this motor is perfectly suited to the American market:

"Boaters who enjoy sailing cruises and inland waterways can benefit from quick installation and quiet outings on the water," he noted.

"The main reason people choose the TEMO-450 is for how lightweight it is. The TEMO-450 only weighs 11lbs, and everyone can easily install it on board."

For example, a female boater in Connecticut, said: *"I use the TEMO on my small 11-foot Snark Sailboat that I've been sailing for over 30 years. The TEMO provides plenty of power for me to get out of my marina, and it also easily tucks away up forward in the boat when it's time to go sailing."*

The TEMO.450 has won several innovation awards in the USA, including the Pittman Award in 2021 and the IBEX Award in 2023.

TEMO USA is looking for new reseller partners who, thanks to the subsidiary, will be able to limit approach costs and benefit from deliveries in small quantities. Having a local distribution center also means higher margins for them and 100% dedicated customer support.

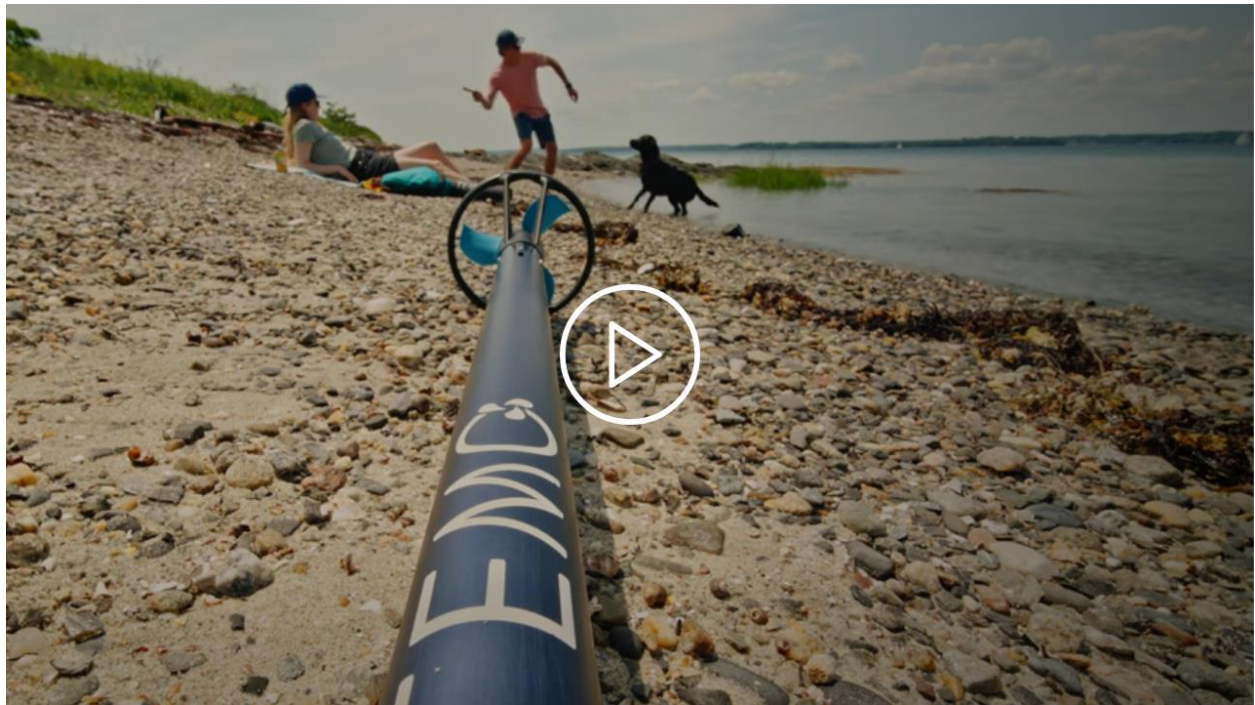
Launch of a new carbon version

TEMO USA will be present at the IBEX in Tampa and Annapolis Sailboat Shows this fall, at which they will present the TEMO.450 in a brand-new carbon version. The TEMO.450 carbon has extended range due to its 372Wh or 12.8Ah battery capacity and comes with a 5-year warranty.

The rest of the TEMO range – including the TEMO.1000 – will be available from next season in North America..

Find out more on the dedicated US website www.temo-usa.com

and [Linkedin](#) and [Instagram](#). The launch is also accompanied by an extensive digital communications campaign.



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