

## PRESS NOTE

### Saxdor Yachts Announces Strategic Shift in Sales Operations and Relocation of Headquarters

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Helsinki, Finland – December 18, 2023 – Saxdor Yachts, a Finnish boat manufacturer, is proud to announce a significant transformation in its sales strategy exclusively for the domestic market. Starting 1.12.2023, Saxdor Yachts has been managing its sales operations in-house, offering boats directly to customers in Finland only.

The relocation of Saxdor Yachts' headquarters in October 2023 to the picturesque seaside district of Ruoholahti, Helsinki, Finland underscores the company's commitment to insourcing market activities in its home market. The new office located in the maritime heart of Helsinki will serve as a hub for fostering stronger customer relations and streamlining sales and service operations.

"We want to reform the industry and test a new business model where the customer is served directly by the manufacturer. This approach not only brings us closer to our clientele in Finland but also allows us to provide unparalleled value, for example, in the form of exclusive customer events," says Saxdor's CEO, Erna Rusi. "We have wonderful new premises located in a maritime setting at Helsinki's Ruoholahti, accessible by boat to within 20 meters of the entrance." Rusi continues.

To serve customer's warranty and aftersales needs, Saxdor Yachts has announced collaborations with specialized partners in Helsinki and Turku for boat maintenance, warranty repairs, and delivery services, ensuring comprehensive support for customers.

Addressing the approach to pre-owned boat sales in the Finnish market, Jon Hautamäki, Head of Sales at Saxdor, states, "We're in line with innovative models like Tesla and we encourage customers to utilize the many good online platforms available for used boat sales in Finland. Our focus remains on delivering new, superior-quality vessels combined with an excellent customer experience."

With this strategic shift, Saxdor Yachts anticipates robust sales in the domestic market, particularly in the 32 and 40-foot boat categories, projecting annual sales of 10-20 units. "We look forward to meeting our home market customers and being able to offer exclusive customer experiences to welcome new members of the Saxdor family in the future!", continues Hautamäki.

Saxdor will attend the upcoming Helsinki Vene / Båt exhibition in February 2024 with an extensive display of the fleet and new models of Saxdor 400.

For more information, visit [www.saxdor.com](http://www.saxdor.com)

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