



## **N e w s   R e l e a s e**

**For immediate release**

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### **ExploMar expands across France as demand grows for electric marine propulsion**

ExploMar has appointed SAS Opensea as its exclusive dealer across France, Monaco, Guadeloupe, Martinique, Saint Barthélemy and Saint Martin, opening the door to a major expansion across some of Europe and the Caribbean's most influential boating markets.

The agreement will see the launch of 'ExploMar France' through SAS Opensea, part of Vanguard Yachts Group, strengthening ExploMar's presence across both European and Caribbean markets at a time when demand for cleaner and quieter propulsion systems continues to grow.

Operating across the French Riviera, Monaco and the French Caribbean, SAS Opensea will lead regional sales and brand development for ExploMar, working with yacht owners, marinas, dealers, shipyards and commercial marine operators.

The partnership began during the China (Shanghai) International Boat Show 2026, where Joel Amor, President of SAS Opensea, visited ExploMar's stand to review the company's latest electric propulsion systems. Following the exhibition, Amor travelled to Changshu in Suzhou for on-water sea trials and product demonstrations.

"Experiencing the system firsthand was essential," says Amor. "The performance, engineering quality and user experience behind ExploMar's products clearly demonstrate strong potential for the markets we serve. We are very proud to represent ExploMar as 'ExploMar France', part of Vanguard Yachts Group, and will actively support market development through boat shows, local demonstrations and sea trials, in order to offer customers a premium and immersive experience."

France and Monaco are seen as key growth markets for electric propulsion, particularly as ports, marinas and vessel operators face increasing pressure to reduce emissions and adopt lower impact technologies.

"We are encouraged by the progress in France," adds Alex Dong, CEO of ExploMar. "This year represents a period of accelerated market expansion for ExploMar. Building on our



momentum in Germany and Hungary, France stands as another key market as we continue to strengthen our global presence.”

The appointment forms part of ExploMar’s wider international dealer strategy, aimed at expanding access to high-performance zero-emission propulsion systems through experienced regional partners with strong local market knowledge.

To learn more about ExploMar and its industry-leading electric outboard systems, visit [www.explomar.com.cn](http://www.explomar.com.cn) or email [business@explomar.com.cn](mailto:business@explomar.com.cn).

## ENDS

### Notes for editors:

#### ExploMar

- Founded in 2021, ExploMar is a pioneering force in high-performance electric water mobility.
- Established by experts from the new energy vehicle, marine and aviation industries, the company is dedicated to shaping a zero-carbon, intelligent future for water transport.
- ExploMar’s advanced electric outboard systems – available in 70HP, 150HP and 300HP models – offer smart functions, low maintenance and zero pollution, providing users with an unparalleled boating experience.
- Headquartered in Shanghai, ExploMar operates an intelligent manufacturing base in Changshu, where R&D, testing and production take place.
- With an annual production capacity of up to 1,000 units, ExploMar continues to lead the charge in sustainable marine propulsion worldwide.
- For more information visit [www.explomar.com.cn](http://www.explomar.com.cn)

#### MAA

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