



## **N e w s   R e l e a s e**

**For immediate release**

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### **ExploMar opens first overseas electric boating experience centre in Thailand**

ExploMar has opened its first overseas electric boating experience centre in Bangkok, Thailand, as the company continues to expand its international presence and introduce more boaters to electric propulsion systems in real-world conditions.

Developed with local dealer Thai Maritec, the new centre gives visitors the chance to see ExploMar's high-performance electric outboards up close, take part in sea trials and learn more about the practical side of electric boating, including charging and energy management.

Rather than focusing purely on technical specifications, the centre is designed to help customers experience electric propulsion for themselves and better understand how the technology could work within their own boating operations.

"We are building a global user perception network where electric boats are no longer just a trend, but are truly experienced, utilised and validated across different markets and real-world scenarios," says ExploMar's CEO Alex Dong. "As global water mobility transitions toward low-carbon and intelligent solutions, this approach provides a clearer pathway for electric boats to move from being 'understood' to being 'chosen'."

Thailand was selected as the first international location because of its wide range of tourism, leisure and commercial boating activity, where demand is growing for lower-emission propulsion solutions.

At the opening ceremony, Patarapol Koopitakachorn, Managing Director of Thai Maritec, comments: "In Thailand, diverse water-use scenarios demand a careful balance of performance, range, energy supply, cost and environmental impact – driving growing interest in electric propulsion."

"ExploMar's high-performance electric outboard systems provide a truly sustainable option for Thailand's water transportation and tourism sectors by reducing emissions while enhancing control, onboard experience and overall cost efficiency."



The Bangkok facility combines product demonstrations, customer support and on-water testing in one location. ExploMar says the aim is to make electric boating feel more accessible and easier to evaluate for potential users.

The company already operates a similar sea trial and experience centre at Kuncheng Lake in Changshu, China, where systems are tested and demonstrated in operational conditions. Thailand is the first step in expanding that model internationally, with further locations expected to follow in other regions.

For the wider marine industry, the growing number of electric boating demonstration centres shows how the industry is moving towards hands-on customer engagement. Manufacturers are increasingly recognising that sea trials and practical experience play an important role in helping buyers understand the benefits and limitations of electric propulsion.

As interest in lower-emission boating continues to grow across both leisure and commercial markets, facilities like this are likely to become a more familiar part of the marine sector landscape.

For more information about ExploMar and its electric propulsion 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/)



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