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## **Agapi Boat Club and Navionics start a cooperation to make navigation both easier and safer**

Driven by the same ambition to help more people dare to explore exciting new waters and destinations in a safe and fun way, Agapi Boat Club and Navionics are announcing their cooperation.

Agapi Boat Club will include, and integrate, the world leading navigation app Navionics into their Club membership supporting their concept "Agapi Routes" which is a collection of routes and destinations around all the boat club's growing 30 harbours in five countries. By integrating the Navionics app into the eco-system of Agapi, members will not only be able to enjoy a safer way of navigation in their home-region, but also awake the curiosity to get to know new attractive destinations in a safe way.

"At Agapi, we are pursuing strategic cooperation with the best players in different areas. We strongly believe that is the way for success in the future. The Navionics app is the world leading navigation app and many of our members are already using this, and we are thrilled to work on the integration and procedures to make navigation even more fun and safer. To use our Agapi Routes together with the boat's plotter and the Navionics Boating app opens up a new world of opportunities making our member more adventurous in a safe way. Our sharing concept is so much more than just sharing the boats, sharing best practice, and amazing destinations are other areas and this is really great fun as everyone will be winners!" says Peder Asplund, CEO of Agapi

"Agapi will work with us to continue to drive the development of this app in a modern and user friendly way. We believe the sharing concept of Agapi Boat Club is a big part of the future of boating and through this cooperation, we will further understand the emerging needs of the future generation of boaters. The way Agapi has included the Navionics Boating app, which is an annual subscription, is a sign of a long-term commitment of both competence development within navigation but also making navigation much more fun and exciting. We are very much looking forward to this cooperation" comments Lars fandrey, Nordic Sales Manager at Navionics.

*Agapi Boat Club, launched commercially in 2016, is at the forefront of the global consumer trend of "usership over ownership". Agapi Boat Club offers the possibility of premium boating and members have access to premium boats in multiple locations through a secure booking system.*

*Navionics® manufactures electronic charts and is part of Garmin. Garmin's products have revolutionized the lives of fishermen, sailors, boaters and other boat enthusiasts around the world. Garmin is dedicated to its work to develop the most innovative, easy-to-use and high-quality marine products. Now Agapi Boat Club will offer Navionics® it to all members complimentary, to enable safer, simpler and fun navigation on familiar and new waters.*