

Malta, 28th of March 2023

MemberBoats Club partners with Agapi Boat Club to take its Membership boat club concept to a new level

MemberBoats Club, Malta's only boat club, has partnered with Agapi Boat Club, pioneers in subscription boating services, to offer a smarter way for boaters to enjoy all the pleasures of premium boating. The alignment of MemberBoats Club with the Agapi Boat Club, which already boasts a network of plus 30 centres based in; Sweden, Finland, UK, Crete and Spain creates a powerful and unique proposition for the newest base of Agapi Boat Club; attracting a wide range of interest from new boating entrants, corporates and 'born again boaters' who in past have rejected the time pressures, cost and responsibilities of owning and maintaining a boat but who now want to get back to the boating life they loved.

MemberBoats Club is a membership-based boat club, established in Malta in 2020, with a growing member base and a premium boat fleet. MemberBoats Club Malta will be seamlessly integrated to Agapi Boat Club's modus operandi to continue offering memberships for premium boating with a variety of membership styles that allow clients to select a fee plan to reflect their choice of boat models, level of usage and service requirements as well as access to Agapi Club Centres in multiple locations in Europe.

The current fleet consists of two XO DSCVR 9 T-Top (28 Ft) with Mercury Verado 400 engines. These boats are fast, stylish, fun to drive and very practical, making the dream of getting out on the water a reality for everybody. The Verado outboard engines provide efficient, smooth riding and quick acceleration. With seating for eight and a large fore sundeck this is the ideal boat to explore the shores of Malta. Already this year Agapi Boat Club Malta is planning to introduce more boats to the fleet.

Commenting on the partnership with the Agapi Boat Club, Alexandre von Heeren, Founder of MemberBoats Club said "Partnering with an established, premium brand with a strong reputation for excellence, MemberBoats | Agapi Boat Club Malta will truly reflect our ethos and values. Agapi Boat Club provides the perfect fit." He continued "Agapi offers the kind of club we aspired to run and the cutting-edge service systems to back it. We found many shared values between our two organisations including our ambition to offer a more sustainable way of boating, a requirement for professionalism, respect for customers, staff and suppliers and a deep understanding of what delivering a first-class service means."

Responding to these comments Agapi's CEO, Peder Asplund said "We are a fast-growing company expanding to new attractive boating locations – but we want to grow with the right partners. MemberBoats Club's cultural values mirror those of our own and we particularly value their company's ambition, commercial agility and respect for the environment. We could not have chosen a more fitting partner to bring the Agapi Boat Club concept to Malta and we look forward to the success of the MemberBoats | Agapi Boat Club Malta."

MemberBoats

Located in frontline offices in the heart of Valletta, the capital of Malta, surrounded by historical and beautiful architecture MemberBoats Club was established in 2020. The business started as a consequence of the Founder's personal experiences from searching for smart boating solutions in Malta without success. He decided to do something about it and MemberBoats Club was born to be shared with like-minded people. Malta hosts many corporate expats, tourists, and wonderful locals that benefit from a boat sharing concept which puts your mind at ease and the hassle away.

Agapi Boat Club

Agapi's vision is to create a new type of boating life focusing on freedom, simplicity and environmental sustainability. They do this by challenging traditional thinking around boating. Since the launch of their first Agapi boat in 2010, the company has won several national and international awards. Created to be at the forefront for demanding boaters, in 2013 Agapi launched an offering of "Lifestyle boating solutions" inspired by business models based on sharing economy. This offering evolved into Agapi Boat Club, today one of the pioneers and most advanced subscription-based boating services worldwide.

Contact information

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