BLUENAV

Press Release

BlueNav launches a game-changing Smart Hybrid Boating Solution and announces a product range expansion with their 8kW.

Arcachon, 20/01/2025 - BlueNav announces its two latest innovations: the Smart Hybrid Boating Solution whose goal is to make boating incredibly intuitive and has extended its range with the BlueSpin 8kW Outboard motor.

BlueNav's vision for 2025

BlueNav aims to reinvent maritime navigation by blending cutting-edge technology, sustainability, and user-friendly innovation. By making boating simpler and more intuitive, BlueNav's mission is to accelerate the adoption of sustainable electric motorizations to hybridize boats.

What sets BlueNav apart: a unique combination of revolutionary features

At the heart of BlueNav's Smart Hybrid Boating Solution is a world-first combination of hardware and software features designed for unparalleled efficiency, maneuverability, and ease of use. This All-in-one integration makes BlueNav's offering truly unique and redefines the navigation experience.

On the hardware side, the electric motors deliver clean, silent propulsion, ensuring minimal environmental impact while enhancing the comfort on the water. The retractable BlueSpin motors (BlueSpin Outboard and Inhull) allow the boater to retract the turbine with no drag impact when navigating in combustion mode. The inclusion of a powerful bow thruster allows for precise and effortless maneuvering, even in tight spaces. The Rim Drive Technology (RDT) hubless drive offers high thrust at low speed offering reactivity and full control to boaters. Moreover, BlueNav ensures safety and reliability with 48V charging sockets. Additionally, BlueNav is the only developer of Whale Design blades, exclusive to their RDT motors, crafted to optimize energy consumption and enhance propulsion performance for a superior boating experience. Every component is designed for safety, durability, and efficiency in mind, making BlueNav a reliable choice for responsible navigation.

On the software side, the advanced navigation features enhance both convenience and precision. The solution includes a **Virtual Anchor**, which keeps the boat in position facing wind and currents without the need for a physical anchor; **Heading Hold**, to maintain a steady course; and **Waypoint Tracking**, for seamless route planning. Additional features like **Course Hold** and **Cruise Control** further optimize navigation, ensuring a smooth and efficient journey. **Lateral Docking** allows the boat to move along its transversal axis, making docking easier and more controlled. Together, these software innovations work in harmony to provide an intuitive user experience.

By blending hardware with software, BlueNav offers a silent, and respectful solution that transforms every journey.

Moreover, thanks to integrated connectivity, BlueNav ensures proactive support and continuous optimization of the boating experience.

A new addition to the BlueSpin product range

Consumers and Distributors can now pre-order the BlueSpin Outboard 8kW electric motor with the All-in-one solution. This new addition to the product range allows BlueNav to target smaller and lighter boats. With this arrival, the company expands its market to new customers all over Europe.

Quote from our CEO, Xavier Lacherade

“At BlueNav, we believe that the future of boating lies in simplicity, efficiency, and sustainability. Our Smart Hybrid Boating Solution embodies these principles, combining revolutionary hardware and software to create an unparalleled user experience. By making sustainable boating more accessible, we’re not just innovating — we’re inspiring a movement towards a cleaner, greener future on the water.”

About BlueNav

BlueNav is an innovative leader in marine technology, specializing in the design and production of hybrid and intelligent propulsion solutions for boats. The company focuses on eco-responsibility, smart navigation and ease of use, developing products that enhance the boating experience while respecting the environment. With advanced technologies such as Virtual Anchor, Lateral Docking, Heading Hold functions and BlueSpin engines, BlueNav is transforming the way boaters interact with their vessels, offering safer, greener, more efficient and more enjoyable solutions. The company is working towards a future where boating is silent, secure, intuitive and respectful of our waters.

For more information, visit the BlueNav website at www.bluenav.com

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