BLUENAV

Press Release

BlueNav appoints Xavier Lachérade as CEO

Arcachon, January 16, 2025 – BlueNav, an innovative player in the field of boating, announces the appointment of Xavier Lachérade as CEO. This appointment marks an important strategic step for the company, with the ambition of strengthening its market position and accelerating its development in a growing sector. The focus is particularly made on electric motorization for boat hybridization, aiming for a more responsible and intuitive navigation.

A key experience for the evolution of Bluenav

Xavier Lachérade brings 18 years of experience in leadership roles. After working at General Electric Healthcare, where he developed expertise in project management, industrialization and logistics, he joined Aldebaran in2014, a leader in humanoid robotics. As CTO, he led the industrialization of the startup before its integration into the SoftBank Robotics group. In 2019, he was appointed Managing Director of SBRE, where he led reorganization plans, restructured R&D, optimized the distribution model and diversified the product portfolio. In 2021, he oversaw a shareholder transition that enabled Aldebaran to join URG in 2022, while also leading the launch of Plato, the first French service robot built on the innovative CobiotX concept. Since January 2024, Xavier Lachérade has served as Chief Operating Officer (COO) at BlueNav, playing a pivotal role in streamlining operations and shaping the company's strategy.

With his expertise in project management, industrialization and technological innovation, he has helped strengthen BlueNav's capabilities, preparing the company for its new challenges. This first year has laid the foundations for the transition to his new role as CEO, where he will now lead the company's overall strategy.

A new course for the company

The appointment of Xavier Lachérade marks a step forward in BlueNav's efforts to strengthen its position and address the growing challenges of the nautical sector. As CEO, Xavier will focus on driving the company’s growth by accelerating its commercial expansion across Europe, solidifying its industrial transition, and enhancing its innovation capabilities to deliver smarter, safer, and more environmentally friendly navigation solutions.

‘Taking the helm of BlueNav is an exciting challenge: to further develop a company that harnesses technology to benefit both the environment and the user experience. My goal is to build on our innovative approach to boat hybridization by providing navigation solutions that are smart reliable and respectful of our environment.’ said Xavier Lachérade, CEO of BlueNav.

BlueNav's vision for 2025

At the start of this new year, BlueNav's vision is clear: to continue transforming navigation into a responsible and sustainable activity while making the experience more accessible and intuitive for everyone. The company combines cutting-edge hardware and software technologies with dedicated services to support its clients in hybridizing their boats. By integrating innovative hybrid solutions and all-in-one electric propulsion systems, BlueNav strives to offer a cleaner, quieter, and more efficient way to enjoy motorized boating. Every journey at sea becomes an opportunity for users to fully embrace nature while respecting it.

"At BlueNav, we believe that it is possible to combine innovation, performance and sustainability. We have a key role to play in the transformation of the nautical sector, by offering optimized hybrid solutions that reduce the impact on the environment. I am enthusiastic about handing over the reins of BlueNav to Xavier, confident that he will lead the company through this new chapter and play a pivotal role in shaping the next pages of its story." concludes Hervé FROUIN, the founder and former director of BlueNav.

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 the Virtual Anchor, Lateral Docking, Autopilot 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 accessible, sustainable and respectful of the planet.

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

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