

Press Release

BlueNav partners with Duing to bring Smart Hybrid Boating to Croatia



Arcachon, May 20, 2025 – BlueNav, the French pioneer in smart hybrid marine propulsion, is proud to announce a strategic reselling partnership with Duing, a leading Croatian company specialized in maritime and industrial equipment.

A strategic expansion into Southeast Europe

Established in 2011 near Rijeka, Duing has become a trusted name across Croatia, Montenegro, and the Balkans. As an official reseller of major marine brands like ZF Marine and Volvo Penta, and a service provider for the Croatian Navy, Ministries, NATO and major shipyards, Duing brings both credibility and technical expertise to the partnership.

“We’re thrilled to join forces with Duing to expand our reach in Croatia,” said Xavier Lachérade, CEO of BlueNav. “Their knowledge of the local market and their network of marine professionals make them the perfect partner to bring our hybrid vision to life in this key region.”

Introducing the Smart Hybrid Boating Solution

Duing will now resell BlueNav's groundbreaking Smart Hybrid Boating Solution, a fully integrated All-in-One system that blends electric motors and smart interface for a seamless user experience.

On the hardware side:

- BlueSpin retractable motors (Outboard & Inhull) eliminate drag in combustion mode.
- Rim Drive Technology with exclusive Whale Design blades delivers high thrust at low speeds.
- A high-powered bow thruster enables pinpoint maneuvering.
- Safe and robust 48V electrical systems ensure simplicity and compatibility.

On the software side, advanced features offer precision and control:

- Virtual Anchor keeps the boat steady in wind and current.
- Lateral Docking enables sideways movement for perfect docking.
- Heading Hold, Course Hold, Waypoint Tracking, and Cruise Control optimize every journey.

This connected system transforms boating into a smart, quiet, and eco-conscious experience.

Duing: a trusted partner with deep roots

With an annual turnover of €7–8 million and a team of 20 experienced professionals, Duing combines scale with personalized service. Present at major events like the Zagreb and Biograd Boat Shows, Duing shares BlueNav's vision of a greener, cleaner and more user friendly future for maritime mobility.

"We are proud to partner with BlueNav to introduce their cutting-edge Smart Hybrid Boating technology to the Adriatic," said Luka Šimić, CEO of Duing. "We believe hybrid solutions represent the future of marine propulsion, and BlueNav stands out as a true innovator in this field. Their vision aligns perfectly with our commitment to delivering advanced, reliable, and sustainable solutions to our clients across the region."

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 features 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.

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