
BLUENAV
ARCACHON



Table of Contents

Our Vision 5
Our Team 6
The BlueNav Solution 8
Precision+ GPS 11
Software 12
Hardware 14
Whale Design Fins 17
All-in-one Electric Kits 18
Range of Motors 20
3D Joystick 22
Use Cases 24
Customer Testimonial 26
Contact 31

BlueNav’s Vision



Our Origins

BlueNav was born in Arcachon, inspired by the fragile beauty of the Bay.
Our conviction is simple: preserve this unique environment while keeping the freedom of navigation intact.



Experts in Smart Navigation

Our expertise focuses on maneuvers and low speeds, moments that represent nearly 30% of total time at sea.
These phases, such as port entries and exits, or delicate approaches, demand precision, safety, and fluidity; which we reinvent thanks to our innovative technology.



A Redefined Experience

BlueNav enhances every moment on the water: easy docking, smooth and silent cruising, and total peace of mind.
Designed as a complementary propulsion system, a true backup at sea, it works alongside the main combustion or electric engine to ensure safety, precision, and freedom. Enjoy an intuitive, stress-free experience at all times, and freely access protected areas.
Navigate differently, in harmony with nature.

Our Team

At BlueNav, we are a crew of passionate innovators united by a single mission: to protect our oceans and make navigation simpler and smarter.

From engineers and designers to marketers and customer experts, our team brings together diverse expertise in hardware, software, and user experience. Each of us shares the same belief: technology should serve the boater, not the other way around.

Proudly based on the Arcachon Bay in France, we design, develop, and manufacture all our products locally. Responsible sourcing is at the core of our process: more than 50% of our motors' value comes from our regional suppliers and 98% within Europe, reducing transport footprint and supporting local ecosystems. This hands-on approach ensures uncompromising quality, seamless integration, and authentic French craftsmanship.

Every detail, from our advanced electric propulsion systems to our intuitive navigation software, is conceived with one goal in mind: to deliver a simple, enjoyable, and environmentally responsible experience on the water.



The BlueNav Solution

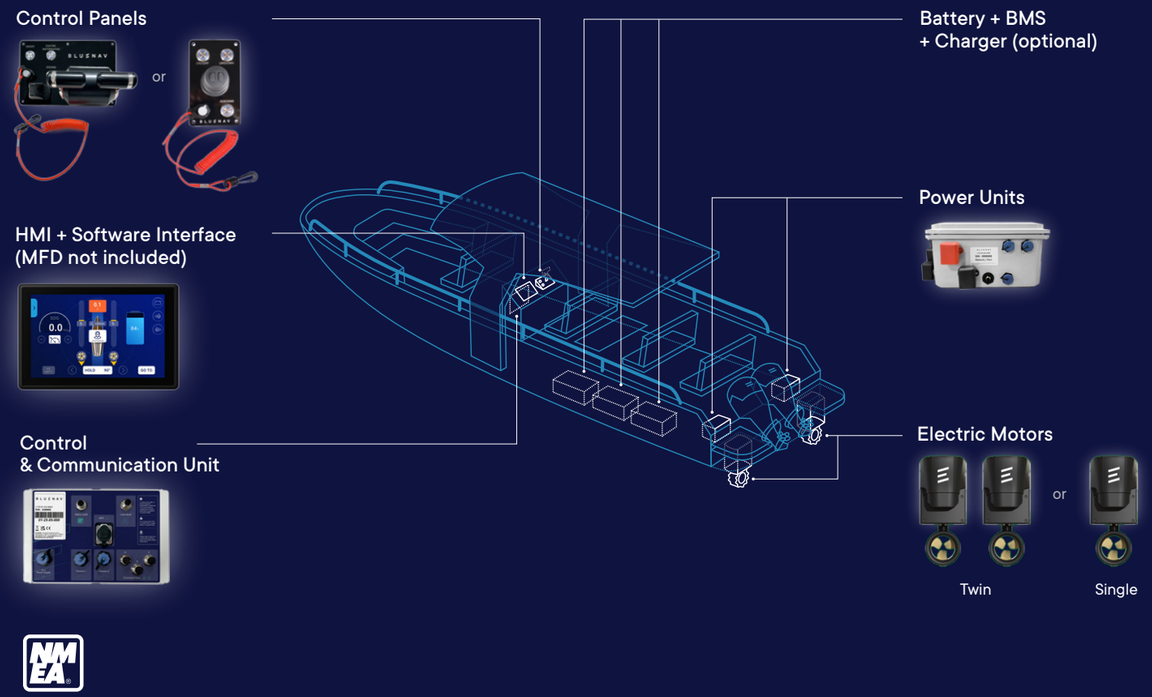
A new standard in Smart Navigation

Designed for motorboats up to 15 tons, our solution embodies the perfect blend of cutting-edge innovation and elegance at sea.

Unique on the market, BlueNav integrates intelligent piloting software offering more Autopilot, Docking and Positioning options than any other system, an ultra-intuitive joystick for instant control and a retractable electric motor preserving the performance of the primary motorization.

While navigating at low speeds (0–5 knots), boaters experience something truly incomparable: absolute silence, outstanding maneuverability, and advanced navigation assistance.

Thanks to intelligent connectivity and proactive support, BlueNav guarantees a seamless and consistently optimized navigation experience.





New

Precision+ GPS
Guided by accuracy

The most precise GPS in its category.

BlueNav Precision+ GPS brings cutting-edge satellite technology to boating, delivering remarkable 20 cm accuracy. Designed for seamless integration and control, it keeps the boat exactly in place, whether mooring, docking, or simply enjoying the moment.

20 cm accuracy
GPS Point

Best-in-class accuracy
Powered by European Galileo HAS real-time corrections.



Seamless integration
Fully compatible with NMEA 2000 systems.

Easy mooring
When paired with BlueNav's solution, activate the Virtual Anchor to stay still and moor smoothly.

Software
Boating freedom at the fingertips

The BlueNav interface, installed on the multifunction display, centralizes all the essential data: speed, range, battery status and motor power.
Thanks to its compatibility with major NMEA 2000 systems, it simplifies navigation by grouping all key information in one place and enables one-touch software features.

SIMRAD GARMIN
FURUNO B&G
Raymarine LOWRANCE



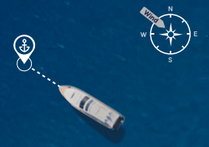
New

The BlueNav App allows control of the Smart Navigation assistance directly from a smartphone.
An intuitive and fully connected experience for total freedom.

Software features

POSITIONING

Virtual Anchor*



DPS*
Only available with twin motors



Drift Lock*

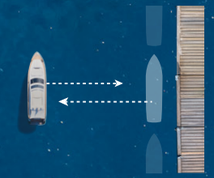


DOCKING

360° Docking



Lateral Docking*
Only available with twin motors



AUTOPILOT

Speed Regulator



Heading Hold



Course Hold

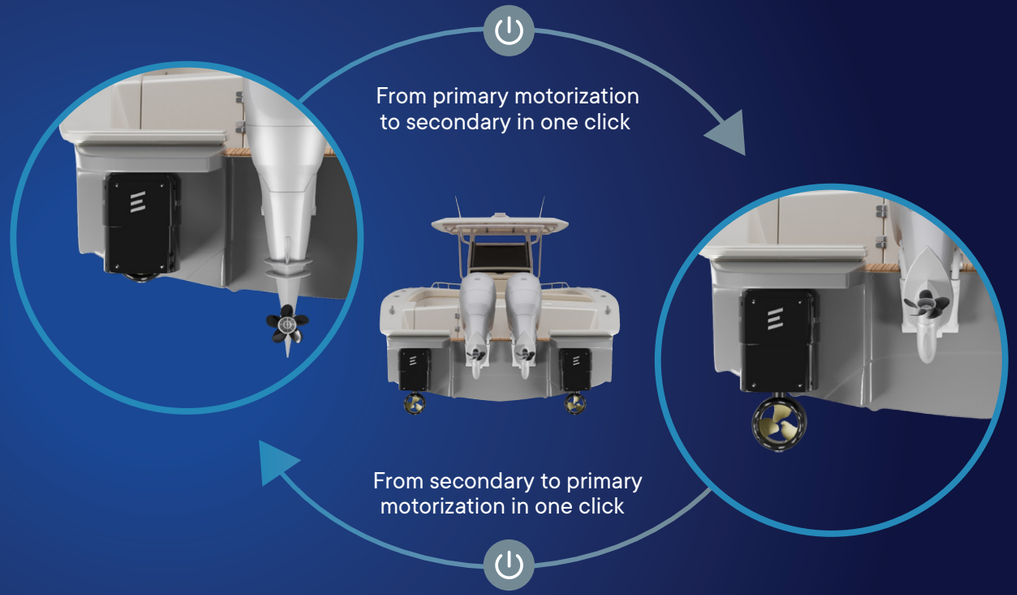


Waypoint Tracking



* Free for the first year – contact our sales team for subscription pricing.

Hardware



Key Features

Powered by
RIM DRIVE TECHNOLOGY

Rim Drive Turbine

A hubless permanent-magnet motor providing high thrust for ultra-reactivity and intuitive control.

Retractability

Our motors' retractability allows seamless transition from primary to secondary propulsion at the touch of a button. Retract the RIM Drive thruster for drag-free cruising.

Control Panels

The standard panel includes throttle levers. The joystick panel allows fingertip steering and propulsion control with buttons for Heading Hold, Course Hold, and RPM Hold.

360° Propulsion

Exceptional maneuverability, rotate 360° on the spot and move precisely in any direction.

Whale Design Fins

Specially designed by our engineers to optimize propulsion efficiency and energy consumption.

Standard 230V Charging

Batteries can be charged from any dock outlet. BlueNav systems operate at 48V to ensure safety.



Whale Design Fins
Power inspired by Nature

BlueNav's Whale Design propellers draw inspiration from the grace and power of whales.

Through biomimicry of cetacean fins, our engineers have optimized hydrodynamics to achieve exceptional thrust and maximum efficiency in all conditions.

With the new V2 Whale Design fins, we further enhanced the efficiency of our Smart Navigation solutions, especially for Lateral Docking and 360° Docking maneuvers.

Delivering up to +30% forward thrust and +107% reverse thrust, the Whale Design propellers offer unmatched maneuverability and responsiveness: a perfect balance of power, silence, and environmental harmony.

All-in-One Electric Kits
Navigate with Peace of Mind



The perfect combination of safety, maneuverability, serenity, and freedom in one complete electric kit.

For the first time, BlueNav offers complete kits integrating: the 8 kW Outboard electric motor, the ultra-intuitive joystick and european-made batteries.
Designed for easy integration and to make our solution accessible to more boaters, the kits fit boats up to 4 tons.
A turnkey solution for greener, quieter, more intuitive boating with total peace of mind.

Included
Power Unit, CCU, 48V 35A charger, cables.



3D Joystick



8 kW electric Outboard





2x batteries

Virtual Anchor

Autopilot features

Essential 8 or Explorer 8
choose your autonomy.

Characteristics	Essential 8	Explorer 8
Thrust	110 kg	110 kg
Batteries	6,8 kWh* (2×3,4 kWh)	13,6 kWh* (2×6,8 kWh)
Range (70% power)	≈ 1h15	≈ 2h30
Virtual Anchor Range	≈ 15h	≈ 30h
Charging Time	5h	10h
Weight (motor+batteries)	113 kg	204 kg

* Batteries by IONBASE

Range of Motors

Choose a single or twin-motor set-up
— adaptable to all types of boats.

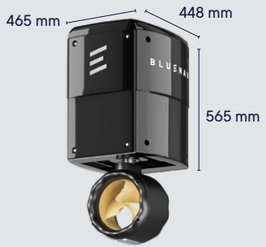
Outboard
8kW

New Propulsion of the year
electric & hybrid marine



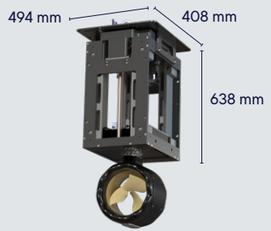
Weight: 43 kg

Outboard
15kW



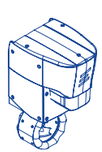
Weight: 78 kg

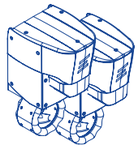
Inhull
15kW

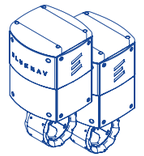


Weight: 74,4 kg

BlueNav's most popular configurations







	Outboard 8 kW	**Outboard 8 kW x2**	**Outboard 15 kW x2**
Power	8 kW	16 kW	30 kW
Thrust	110 kg	220 kg	420 kg
Max boat weight	Up to 4 tons	Up to 8 tons	Up to 18 tons
Recommended Battery pack	6 - 15 kWh	12 - 30 kWh	20 - 45 kWh



3D Joystick
Intuitive by Design

Discover a new way to navigate with the 3D Joystick, offering revolutionary fingertip control. Real-time precision simplifies every maneuver and transforms navigation into a smooth, natural experience, even for new boaters.

With instant responsiveness, every movement results in precise, effortless adjustments for total control.
Compatible with all BlueNav configurations as an option, the system adapts to any boat and multiplies its capabilities.



They’ve Gone Blue

BlueNav has equipped a wide variety of vessels: motor catamarans, RIBs, dayboats, cabin cruisers, commercial vessels, and houseboats.



DAILY CRUISE
Sunmare 50

Outboard 15 kW x2
Length 15[m] / Weight 14[t]



WHALE WATCHING
Batopei

Outboard 15 kW x2
Length 10[m] / Weight 1,7[t]



DAY BOAT
Targa 46

Outboard 15 kW x2
Length 14[m] / Weight 11[t]



DIVING BOAT
Moggaro 1 & 2

Outboard 15 kW x2
Length 15[m] / Weight 15[t]



DAILY CRUISE
Bateau Français

Inhull 15 kW x2
Length 10[m] / Weight 9[t]



DAYBOAT
Spirit of Nantucket

Outboard 8 kW x2
Length 7[m] / Weight 2,5[t]



SUPERYACHT TENDER
Iguana Sport

Inhull 15 kW x1
Length 9[m] / Weight 4[t]



HOUSEBOAT
HT Loft 1 & 2

Outboard 15 kW x2
Length 15[m] / Weight 14[t]



SLOEP
Aluship TNDR 670

Outboard 8 kW x2
Length 6,7[m] / Weight 1,2[t]

Customer Testimonial

Boat Identity

Client
Batopei

Location
Reunion Island

Activity
Whale Watching

Mission
Respect marine wildlife by reducing noise, vibration, and pollution.

Installed Configuration

Outboard motors
15 kW x2

Battery capacity
28 kWh

Usage and Performance Metrics

Per day
4 x 2 hours

Energy use
40% electric / 60% combustion

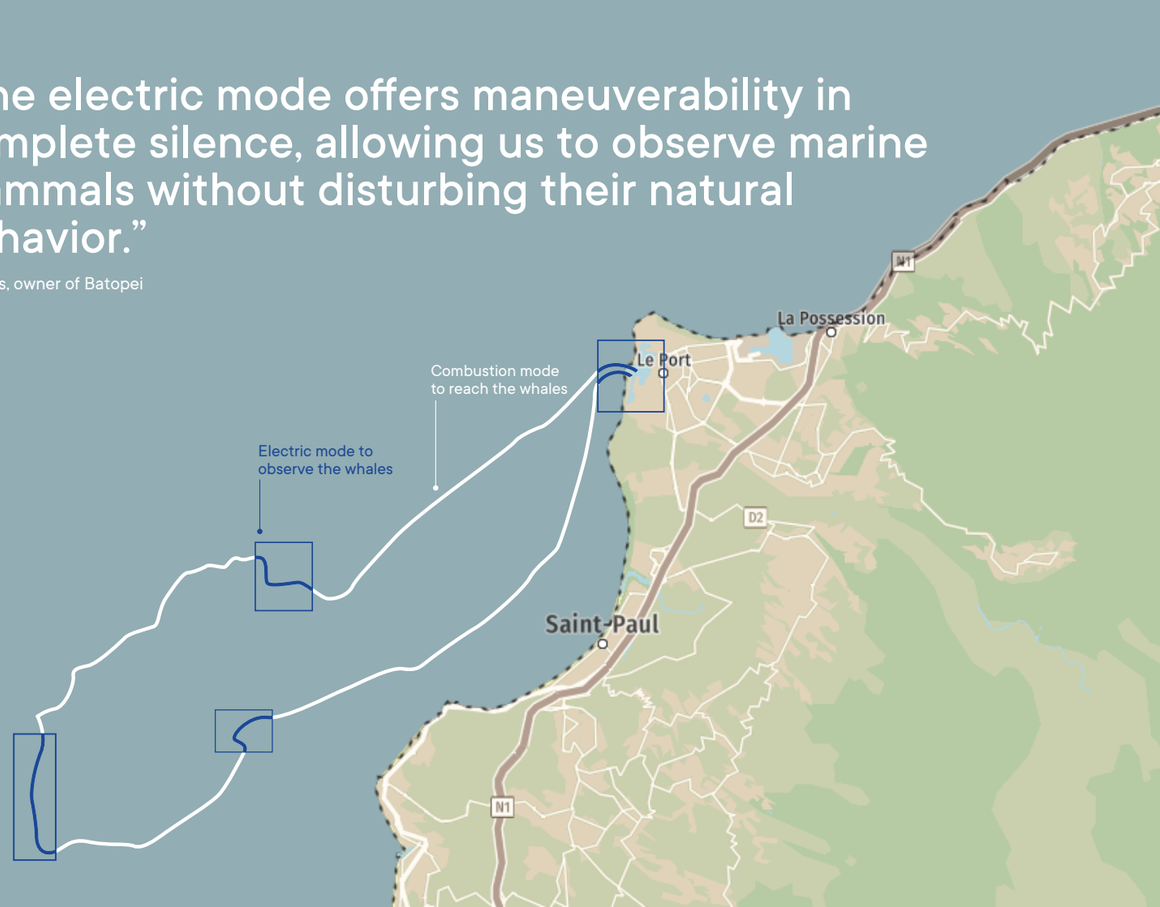
Capacity used per trip
12–20% of total battery

WHY OUR SYSTEM IS PERFECTLY SUITED

- Environmental Protection: more respectful wildlife observation and reduced emissions.
- Hybrid Navigation: Switch between electric and combustion in seconds.
- Energy Efficiency: Low energy consumption in electric mode.

“The electric mode offers maneuverability in complete silence, allowing us to observe marine mammals without disturbing their natural behavior.”

— Josias, owner of Batopei



Redefining navigation.

Smart, silent and sustainable





Stern view of the Targa 46 equipped with two 15 KW Outboard motors

Contact

BlueNav

80 avenue du Général Leclerc
Pôle Nautique de la Pointe
33260 La Teste-de-Buch
FRANCE

www.bluenav.com
+33 (0)5 56 83 70 25

Sales

sales@bluenav.com

Customer Support

support@bluenav.com

Marketing

marketing@bluenav.com

More information here.

BLUENAV