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TORQEEDO WINS GERMAN START-UP OF THE YEAR AWARD

More than 100,000 companies are founded in Germany every year. Out of those, 130 were nominated for the Start-Up of the Year award. First place was awarded on June 17 in Berlin, Germany to electric, high-tech outboard manufacturer Torqeedo.

For the first time, the winner was a company from within the marine industry. To the committee of the Deutscher Gruenderpreis, Torqeedo combines fundamental improvements in electric propulsion, perspective on market opportunities and an international approach into an exceptionally promising enterprise.

Torqeedo's high-tech outboards are dramatically more efficient than conventional internal combustion outboards or trolling motors. They convert supplied energy into propulsion significantly better than other outboards.

The best-selling Torqeedo product is an ultra-light electric outboard with an integrated lithium-manganese battery. The energy contained in each battery equals 26 g of petrol. However, due to the unparalleled efficiency of Torqeedo outboards, this amount is sufficient to power a boat more than 15 km. This highly efficient use of resources and cleanliness of drive also greatly benefits the environment.

"We are extremely proud that our work received such recognition," says managing director and co-founder Christoph Ballin. "But the award does not belong to the Torqeedo team alone. It belongs also to our customers in 37 countries who support our products and who share our philosophy of clean, strong and modern outboards."

The Deutscher Gruenderpreis is the most important recognition for exceptional entrepreneurs in Germany. Its organizing committee consists of leading German media and finance institutions and car manufacturer, Porsche. The initiative is supported by leading German entrepreneurs and the Federal Ministry of Economics and Technology.

Based in Starnberg, Germany, Torqeedo designs high-tech electric outboards. Their unique products combine the latest motor technologies and electronics with lithium batteries and innovative propeller design.

Torqeedo outboards are lighter and require less battery than conventional trolling motors. Due to their unparalleled efficiency, they offer the same performance as petrol outboards in the power range up to 6 hp – while at the same time being clean, quiet and kind to the water and the atmosphere. Torqeedo motors have won a series of international innovation awards from the marine industry and are sold in over 30 countries.

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