

# Electromobility for Boats



## The market

The current major trend towards electromobility is driven by fundamental developments that won't change over the next few years: an ever growing world population, rising affluence in heavily populated countries, such as China, India, etc., and, in parallel, increasing demands on energy consumption and mobility. At the same time, limits need to be placed on pollution of the atmosphere and human influence on global warming. In line with this, consumer acceptance of sustainable life-styles is continually rising, which can be felt in the increasing demand for electromobility.

This trend is the same on water as it is on land, perhaps even more so

- a significant share of boats cruise on lakes. For these applications, range requirements are clearly less of an issue than they are for electromobility on land.
- Furthermore, there is no need for large investments in charging infrastructures
- Finally, the drinking water supply is becoming increasingly problematic in many parts of the world and, because petrol engines contaminate drinking water, in future more and more lakes will only be open to boats with electric motors.

Given this environment and the enormous progress in the performance of electric drive systems, it is foreseeable that clean electric drives will take their place in the market. We are at the forefront of this development.

## The Torqeedo profile

Torqeedo is the global market leader in the growing segment of electric boat drives by a long way.

As pioneers in the field of water-based electromobility, we have set many standards since founding Torqeedo in 2005, reinforcing the lead of our motors over all other solutions available on the market.

Superior technology and revolutionary benefits are what we set out to achieve, and every product that Torqeedo brings to market meets both these criteria.

Torqeedo currently offers 32 electric boat drives ranging from 1 to 80 HP together with a large number of functional and innovative accessories such as solar charging technology, high performance lithium batteries, a smartphone app etc.

All our outboards operate at record levels of overall efficiency, the most important measure for an electric drive system as it determines potential power and range for a given battery supply. In addition, our performance in relation to motor weight is just as unique.

Torqeedo is represented by its own sales organisation in the following countries: Austria, Denmark, France, Germany, Great Britain, Ireland, Portugal, Slovenia, Spain, Canada and USA.

Torqeedo's fascinating products are finding an ever-growing following around the world and are currently available in over 40 countries – and demand is rising.



## The Torqueedos

The brains behind the brand are provided by a more than 100-strong international team specialising in mechanical design, electronic development, software programming, procurement, production, marketing, controlling, sales, service and management who are doing everything to ensure that the Starnberg company remains on its successful course.

Co-founder and CEO Dr Christoph Ballin brings with him experience and expertise from his time as project manager at McKinsey & Company and as Managing Director of Gardena Deutschland GmbH.

A crucial factor in the creation of Torqeedo were the severe restrictions placed on running boats with combustion engines on Lake Starnberg. This was the reason why the founding team addressed the issue of electric boat drives. The result – back in 2005 it was already obvious that electric drive systems would constitute an important segment in the mobility mix of the future. At the same time, the electric boat drives of 2005 in no way reflected the state of technology. This market opportunity led to Torqeedo's foundation.



## The press

" To understand the current state of technology, there is no need to go to the countries where classic petrol outboard motors originate, i.e. to Japan or the US. The most progressive electric outboard motors in the world come from Starnberg, Germany ..."

*Süddeutsche Zeitung, May 2011*

" Bottom line: Torqeedo is the player in lithium powered small boat electric propulsion."

*Practical Sailor (USA), May 2011*

" ... this is to fire thoroughbred motor boats or to let RIBs fly..."

*Yacht Revue, January 2013*

" Extraordinary example of cutting edge research and development"

*The jury (Dame Award) about Torqeedo*

" When I got home from [Miami] Boat Show and my 10-year-old asked me what was the "coolest" thing I saw, the first product that came to mind was the 80-hp electric outboard – the DEEP BLUE – from Germany's Torqeedo."

*Trade Only (USA), February 2013*

" ... the high thrust that the Torqeedo Travel 1003 produces makes it clear that electric outboards are here to stay."

*Practical Sailor (USA), January 2011*

" Not overstating the matter, even the Torqeedo Travel 800, which was launched at Boot 2006, was very different from what other manufacturers of electric outboard motors were offering at that time (and from what they are offering even today)."

*Palstek (D), May 2010*

" When it comes to Torqeedo, what can we say? This is a whole new concept: quiet, no fumes, lightweight, environmentally friendly. Really high-tech features on this motor include a GPS-based monitoring system... ."

*Cruising World (USA), May 2010*

## Awards



## Contact

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