

# Unveiling the Adventure Collection: Axopar and Jobe Watersports redefine watersports at Cannes Yachting Festival 2024

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**Axopar Boats and Jobe Watersports are excited to debut the first products of their new Adventure Collection at the Cannes Yachting Festival 2024. The collection features a carefully curated selection of watersports gear designed to enhance the boating experience.**

Designed for adventurers on the water, this collection seamlessly integrates advanced technology with practical design, reflecting the commitment to quality and performance that both brands are renowned for. The collection includes an inflatable kayak for two, a stand-up paddle board, an underwater scooter, a life vest, a range of drybags, and a cooler bag from Jobe Watersports.

## A collaboration rooted in innovation

Axopar and Jobe Watersports have combined their expertise and passion to create a truly unique watersports concept in the global market. The collection is more than just a range of products — it represents the synergy between Axopar and Jobe Watersports, two industry leaders with a shared passion for innovation and watersports. This collaboration offers top-of-the-line watersports gear that perfectly complements Axopar boats, delivering an immersive and cohesive experience on the water.

**Jan-Erik Viitala**, Founding Partner of Axopar Boats, says, *"With this new collection, the adventure extends beyond what you can do onboard — it leaps into new territories. The gear is perfect for bringing along on the boat, but its possibilities are so much greater. Imagine packing an inflatable two-person kayak or SUP board into a backpack and unlocking a whole new world of exploration. Curious minds can uncover hidden coves and secret caves, places only accessible with this kind of watersports gear. Whether you embark on a solo journey or share the adventure with a loved one, it enriches your day at sea in a completely new way. I'm thrilled by how this collaboration expands adventures on the water, bringing new levels of exploration and fun."*

This collection embodies the spirit of adventure and freedom that is at the core of Axopar and Jobe Watersports. Both brands are dedicated to enhancing the boating experience and bringing more people out on the water.

**Ivo Rietveld**, Brand & Creative Manager of Jobe Watersports, says *“I’m proud to see the Adventure Collection come to life and be showcased by Axopar at this show. It’s an honor to add this exclusive line of high-end watersports products to Jobe’s product range. This collection enriches our offering and meets the needs of Axopar enthusiasts who are looking to enhance their time on the water. It’s a fantastic opportunity to provide gear that perfectly complements the full Axopar range and elevates their customers’ overall watersports experience.”*

## The collection includes:

### **Axopar Adventure Gama Inflatable Kayak**

*This versatile kayak can easily be adjusted to accommodate one or two people by simply repositioning the seat. It combines stability and durability with reinforced materials, ensuring safe and smooth journeys on any water adventure. Equipped with 3 Bravo high-pressure valves, an EZ-lock click fin, and two fiberglass paddles. Neoprene anti-scratch panels ensure both durability and grace. A nylon carry bag and a hand-pump for inflation are included.*

- Dimensions: 365x95,5cm | 11ft 11” length x 37” width
- Price 799,99 €

### **Axopar Adventure SUP Board Package**

*A sleek stand-up paddle board designed for both performance and stability, embodying the high standards of Axopar. Explore coastlines and tranquil waters with our lightweight and super stiff inflatable paddleboard, delivering the ultimate in performance and maneuverability. Adjustable 3-piece paddle, double action pump and waterproof bag included. Easy-to-carry neoprene handle with paddle holder for easy transport.*

- Board weight: 9,6kg | 21.1 lbs
- Dimensions: 11'6" x 31" x 6" | 350 x 78,8 x 15cm
- Recommended rider weight: Up to 160kg | 352 lbs
- Price: 869,99 €

### **Axopar Adventure Seascooter Package**

*Embark on effortless underwater exploration with our Adventure Seascooter, featuring intuitive controls and a robust propulsion system for unparalleled diving experiences. This self-floating, electrically powered underwater scooter zooms you around to explore the shallows or the depths up to 30 meters (98 ft).*

- Dimensions: 58cm x 24cm x 13cm | 23" x 9" x 8"
- Weight: 3,5 kg | 7,7 lbs
- 3 speed levels up to: 5 Km/h | 3,1 Mp/h | 2,7 knots

- Price 849,99 €

### **Axopar Adventure Vest**

*A life vest designed to provide comfort, safety, and functionality on the water. This unisex vest is built to ensure a secure fit while offering exceptional flexibility, making it an essential companion for any water adventure.*

- 50N ISO-certified (buoyancy aid)
- Unisex fit, available in sizes XS-3XL
- Price: 69,99 €

### **Axopar Adventure Drybags**

*Keep your gear clean and dry wherever you go with our drybags, available in three different sizes. These bags feature dedicated storage solutions onboard and can be securely fixed onto the SUP board or kayak, making them indispensable for any water adventure.*

- 10 l – Dimensions: 45 x 20cm | 17,7" x 7,9"
- 20 l – Dimensions: 63 x 25cm | 24.8" x 9,8"
- 40 l – Dimensions: 76 x 30cm | 29,9" x 11,8"
- Price range: 24,99 – 34,99 €

### **Axopar Adventure Cooler Bag**

*Keep your food and drinks cool for up to 48 hours in this floatable cooler bag. Featuring a waterproof TPU shell and combined with a leakproof zipper, the cooler bag is the perfect companion for the day on the water.*

- Dimensions: 40 x 27 x 44cm | 15 x 10 x 17" | 24 cans
- Price: 169,99 €

## **How to acquire the Adventure Collection**

Starting in September, new Axopar boat buyers can opt to include Adventure Collection packages, with gear delivered alongside the boat. European customers can also purchase the collection directly from Jobe's website: <https://www.jobesports.com/en/the-adventure-collection>. For customers outside Europe, the collection is available through local Axopar or Jobe dealers. For further assistance or questions about the Adventure Collection, contacting the nearest dealer is recommended.

## Looking ahead: The full Adventure Collection launch

While the launch at the Cannes Yachting Festival in 2024 focuses on the Jobe Watersports part of the collection, the full Adventure Collection, which also includes the Sail Racing line of clothing and accessories, will be unveiled at the Düsseldorf BOOT25 boat show in January 2025. This product range will feature high-quality garments such as jackets, hoodies, t-shirts, caps, and bags, all designed to embody the same spirit of adventure and functionality as the rest of the collection.

The full Adventure Collection represents a unique collaboration, offering premium products for the global community of Axoparians and all Axopar fans, seamlessly integrating water sports gear, clothing and Axopar boats.

**Pictures and other material can be downloaded via the link [HERE](#)**

All Axopar releases are available at <https://www.axopar.com/pressroom>

**About Axopar:** Axopar, the adventure company, is one of the fastest-growing boat brands in the world. The success derives from the "one boat, one world" concept. It stands for boats that are multi-functional and accessible for the many, anywhere around the world. As a forerunner committed to continuous innovation, the company listens to its global community of Axoparians and shares the same respect and passion for nature. Axopar's mission is to open new perspectives by bringing people out on the water and creating boats that make waves in the boating industry. [www.axopar.com](http://www.axopar.com)

**About Jobe Watersports:** Jobe is for everyone. We are a community, a global movement, a family of real people, who are discovering the beauty of watersports. We create unforgettable #jobemoments for everyone since 1974. No matter who you are, no matter your age or size, no matter your background. When you want to get on the water, you will fit in our family. We develop our products with the greatest care and highest quality materials, every day again. This is what "gets you on the water" means to us. Join our family and share in our love for watersports. [www.jobesports.com](http://www.jobesports.com)

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