

NIMBUS GROUP

PRESS RELEASE

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NIMBUS GROUP PARTICIPATES IN FORT LAUDERDALE INTERNATIONAL BOAT SHOW

Nimbus Group AB (publ) participates in the Fort Lauderdale International Boat Show in the US state of Florida, which opened yesterday and will run through October 30. At the show, the company is represented by 4 North America dealers at an all-new Nimbus branded display.

The annual boat show in Fort Lauderdale is the largest in-water boat show in the world, drawing more than 1,000 exhibitors and 100,000 visitors from around the globe each year. In addition to the dealers in attendance, Nimbus Group's North American Team will be alongside company's CMO, Michael Bohm, and by the company's branding team under the management of Brand Manager Jonas Göthberg. Among the products that will be on display are the Nimbus T11, T9 and T8 from the popular tender series, as well as the best-selling Nimbus 365 coupé.

As the world's single largest motorboat market, the North American market is vital for both the industry and for Nimbus Group, which regards increased presence and sales in North America as key to the company's growth strategy. To facilitate expansion in the North American market, the company has this year recruited Justin Joyner as the new Vice President of North American Operations and has set up an entirely new office in Annapolis, Maryland, on the US East Coast. Justin Joyner has solid experience in the North American motorboat market that includes several years as Powerboat Manager in North America for the French boat manufacturer Beneteau.

"Nimbus Group has a lot to offer the American market, and I am looking forward to having the chance to represent both the company and its fantastic products for the first time on location in Florida," says Justin Joyner in a comment.

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Nimbus Group has been listed on Nasdaq Stockholm First North since February 2021.

For more information, see www.nimbusgroup.se

About Nimbus Group

The business was founded in 1968 when boat manufacturing under the Nimbus brand began. Since then, several brands have been added to what today constitutes the Nimbus Group. Nimbus Group currently includes the brands Alukin, Aquador, Bella, Falcon, Flipper, Nimbus and Paragon Yachts. Sales are made through dealer networks and the largest markets are the Nordic region, Europe and the USA. In 2021, the Group had sales of SEK 1,455 million and 391 employees. Operations are conducted in Sweden, Finland, Poland, England, Norway and the USA.

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Image Attachments

Nimbus Group FLIBS Display 2022

Attachments

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