

NIMBUS GROUP

PRESS RELEASE

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NIMBUS GROUP LAUNCHES CONNECTED SERVICES MAKING BOAT OWNERSHIP EVEN MORE WORRY-FREE

Nimbus Group AB (publ) is launching Nimbus Connect, a mobile communication hub that uses an app to provide the boat owner with real-time critical data on such aspects as engine status, fuel volumes, battery charge levels and time to next service, but will also alert the owner if something is amiss on board. Nimbus Connect will be premiered at the Stockholm International Boat Show Allt för sjön, which is taking place between 9-12 and 16-19 March.

By making the boat connected, Nimbus Connect can offer immense added value for boat owners and users. Onboard sensors gather crucial data that the user can view in real time via a specially developed downloadable mobile app. The app provides access to such information as temperature and moisture levels, engine and battery status, as well as position, but the system can, when necessary, also alert the owner using notifications, for example, in connection with worsening weather conditions in the area where the boat is moored.

“Connected services provide a range of benefits for owners and users of our boats, since it means that it’s not necessary to physically be on board the boat to check that everything is as it should be and that the boat is ready for its next voyage. Nimbus Connect ensures worry-free ownership and use of our boats,” says Michael Bohm, CMO at Nimbus Group.

Nimbus Connect also offers a range of tracking and theft prevention services, such as tracking devices for outboard motors, theft alarms, etc. The app also contains full documentation for the boat, instruction videos, information on maintenance requirements and the possibility to contact the dealer to, for example, book a service or receive other support. As the system is expanded, it will also offer a range of downloadable services that the boat owner can add as and when needed. The basic version of Nimbus Connect will encompass a selection of the more sought-after services but the system can be expanded and supplemented based on individual preferences, such as the option to control items including the heating system, lighting or fridge temperature.

Nimbus Connect will be gradually rolled out and initially the services will be offered via Nimbus’s own dealers for customers who have purchased a Nimbus boat in the WTC series. The plan is to ultimately expand the offering to include more boat models and brands.

For more information, please contact:

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Attachments

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