

Finnish family-owned company Oy Otto Brandt Ab acquires Fenix Marin Oy

Otto Brandt Group becomes the biggest boat manufacturer in Finland with an annual production of approximately 7 000 boats with the acquisition of Fenix Marin Oy.

The marine segment including boats and outboard engines has become increasingly important for Otto Brandt and the acquisition strengthens its strategy and boat production. Otto Brandt's boat brands Terhi, Silver and TG are produced in six different factories in Finland.

"We are excited to have Fenix Marin's expertise added to the group. Our will is to continue as a multi-brand manufacturing plant. We wish to ensure the continued boat manufacturing in Finland in the future", states Markku Hämäläinen, Group CEO of Oy Otto Brandt Ab.

Fenix Marin is a contract manufacturer of GRP boats established in 2004 in Valkeakoski, Finland. The factory has an annual production capacity of about 1 200 boats. Over 20 000 boats have been produced in Valkeakoski since 2004. Nowadays the factory is manufacturing boats for Yamarin, Yamarin Cross, Silver, Bella, and Quarken brands. The collaboration between Otto Brandt and Fenix Marin began 2018, with the production of Silver Raptor boats and then the Tiger and Viper models.

"As a family-owned company, Otto Brandt was the best possible buyer for Fenix Marin. They are well established with extensive knowledge of the boat manufacturing industry. This will guarantee a successful future for the factory also in the future", says Torsten Kolehmainen, CEO of Fenix Marin Oy.

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Otto Brandt Group, which was founded back in 1905, is a Finnish family-owned company in its fifth generation. The Group's sales are approximately 100 million euros, and the Group employs approx. 150 persons, before the acquisition. The Otto Brandt Group operates holistically in sales and service concerning high-quality motorcycles, ATVs, boats, leisure vehicles, and other durable goods.