

Saxdor Yachts expands to meet strong demand



by Lars-Åke Redéen | October 05, 2023

CEO Erna Rusi expects the new Saxdor 400GTO to create a “tsunami” in the market

The launch of the new Saxdor 400GTO at the Cannes Yachting Festival last month was a milestone for Saxdor Yachts, the Finnish company with production in Poland.

“I’m expecting the 400GTO to be like a tsunami in the marketplace because it meets a sweet spot in the market. It’s a beautiful boat for its size, it has a good price and a luxurious feel, almost like a private island,” says Erna Rusi, Saxdor CEO. “The new flagship also has the feel of a bigger boat with three cabins for five people who can sleep easily in comfort.”



CEO Erna Rusi says Saxdor is seeing steady demand for bigger boats

Saxdor Yachts, founded in 2019, has had a busy spring and summer, after moving to a new production plant in December 2022. “To start producing in a new facility and be able to serve the market takes some energy,” says Rusi, who worked at Nordic phone giant Telia Sonera (today Telia Company) for around 20 years. “We have a new factory of about 10,000m² and still have 15,000m² of unbuilt space left. It’s of considerable size but getting small already.

“We need to make more space to produce more of the Saxdor 400GTOs,” she says.

“We want to build for the future in all aspects. That’s why we’re also building the Saxdor Academy, where we train the young generation in Poland. We have our own apprenticeship with a training programme, where pupils graduate as professional boatbuilders. We do it together with the city of Elk in northeast Poland.”

Saxdor’s production volume is significant, between 500–700 boats per year. The demand is good, with the biggest dealers still in Europe.

“We have our dealers saying they can sell one Saxdor 400 every day,” Rusi laughs. “Turkey, Greece, France, Spain and the UK are strong markets and Asia Pacific is really booming. In total we have 50 dealers globally, active in more than 100 locations. Of course, MarineMax in the US is huge and a big vendor for us.”

Sakari Mattila is the designer of Saxdor yachts. He’s well-known in the boating world as founder of boat brands like Paragon, Aquador, Axopar and co-founder of XO Boats.

“Sakari Mattila is not directly involved in the production of Saxdor, but he gives us his advice. Of course, as a founder, Saxdor is his baby and we’ll use his expertise and connections in various areas,” Rusi says.

“We’re never going to be a traditional boatbuilder, not with Sakari onboard. We’ll always keep our ideas fresh and we’ll always be different, that’s for sure. At the same time, we still respect the key values of our brand and want to present boats to the market with aggressive pricing, as we want to continue to give good value even when moving to bigger boats.”

Rusi says that having professional people in design and production is efficient and crucial. “Our boatbuilders have reduced the production time for the Saxdor 320 model from 21 days to 12.5 days, which is remarkable,” she says. “Today we build the boats faster and make fewer mistakes. That shows we’re succeeding in being one team and one company

“I want to say it very humbly, but our demand is exceeding our ability to produce the boats,” Rusi maintains. “We can’t really predict the market beyond more than two years, but for the next 18 months the demand is strong. For our smaller boats we’ve reduced the numbers already coming into 2023, but for the bigger boats we see a steady demand.

“We’re focusing on the 270, 320 and 400 models, having had demand for all of them. We have a strong commitment from our people and that’s one of the reasons for our success.”