

“I wanted to make something completely new”

Uncertain times call for bold actions and as new product launches go, Finnish brand Saxdor’s new ‘scooter’ tears up the rule book

WORDS: ED SLACK

The Saxdor 200 comes in two different deck layouts - jockey seat and 2+2 seating



A cross between a regular open sportsboat and a PWC, the new Saxdor is the brainchild of Sakari Mattila, original designer and founder of award-winning boat brands Axopar, Paragon, Aquador and XO.

“I wanted to make something completely new that has not been done in the boating world before, taking into consideration the changing boating habits,” Mattila told *IBI*.

With its pinion-style seating and outboard power, the scooter is billed as a fun and affordable way for people to get out on the water. “This is a challenging time, but we’ve luckily been able to launch our first scooter with a starting price of about €20,000, including roohp Mercury, ex-VAT.

It is simple, sexy, fast, very affordable, easy to use, and you can even take your girlfriend and child with you,” explains Mattila.

The launch model is the Saxdor 200, which comes in two different deck layouts (Sport and Pro Sport) and is now in full production in Poland, while another two new launches are planned for later this

year [coronavirus permitting], says Mattila.

“It will be interesting to see how PWC owners take to our scooter as a new alternative to the traditional jetski. Let’s wait and see. We’ve already had enquiries from around the world. News is spreading fast via the internet. So far the problem has been our capacity. We have not been able to establish more dealers in the limited time frame.”

Mattila has been working on the Saxdor concept (the name is an acronym of ‘Sakari, AXopar and AquaDOR, the most recent and first boat brand respectively that Mattila developed) since February last year, shortly after which he recruited the help of J&J Design to bring the idea to life. “I think the world will no longer be the same after corona. Maybe we will see a boating renaissance, but not exactly how it was before,” reasons

“It will be interesting to see how PWC owners take to our scooter as a new alternative to the traditional jetski”



Sakari Mattila, Saxdor founder

Mattila. “It’s also likely that people could have less time and money to spend on boating.

“We also have to be more efficient in boatbuilding to get lower prices and better quality,” concludes Mattila. “Maybe robots are coming to help us?”

As for where he sees the brand in three years? “We are more of a premium builder. We are not looking for a big volume. Not more than 500 boats a year, plus the ‘scooters’ is a good target.” **IBI**

Breaking the ‘Saxdor’ code

- S comes from Sakari - AX comes from AXopar (Mattila’s last boat brand) and DOR comes from AquaDOR (his first boat brand).
- The name Axopar comes from his previous boat companies: Aquador - XOboats - PARagon. “I was the founder of all these companies except XOboats, which I did together with Erkki Talvela. They all still exist and are doing well.”