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Najad AB acquires Arcona Yachts AB

Najad AB has acquired Arcona Yachts AB. The companies manufacture and sell sailing yachts in the premium segment and will continue to develop and sell yachts under separate brands. Najad produces yachts designed for blue water cruising, comfort and ease of use. Arcona produces yachts designed for racing and cruising.

The combined force of the companies constitutes one of the strongest players within the business and together they employ around 90 people with a turnover above MSEK100. During the spring Najad and Arcona launches several new models.

The companies will coordinate management and administration to the Najad office in Henån on Orust. The companies will continue to design, produce and market their respective product portfolio as before. The CEO of Najad, Jörgen Ottosson, will take on the role as CEO for both companies. Torgny Jansson, who successfully have built up and managed Arcona, sell his company and will be heading the business development.

"It feels inspiring to lead Najad and Arcona into the future. We have together a very broad knowledge and product portfolio. With Torgny Jansson as business developer the heritage from Arcona will be handled in the best of ways." Says Jörgen Ottosson.

"It feels very exciting to be part of this process; new models and a strengthened sales organization will drive the customer service and experience. I have during many years built the Arcona family and I will continue to safeguard the family and our strong brand." Says Torgny Jansson.

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