

## eMove360° Hybrid Berlin Conference 2021

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PureVolt  
YACHTS

Thorsten Irgang

CEO

PureVolt Yachts GmbH

### **electric.silent.clean.**

**eMobility and EVs** are not only relevant in the automotive industry. They have also relevance **on the water** and **the market is growing**. The climate change as well as the fast-maturing automotive market are leading to more **opportunities for all the EV players**: existing manufactures, entrepreneurs, developers, investors and dealers.

eBoats are gaining more attention because of their **unique advantages**: they are silent, require less maintenance, are more efficient and are environmentally friendly.

Nevertheless, today, the **market is still very fragmented**. This is due to different levels of regulation depending on the lake/region. In addition, there is still a big portion of population not aware of the existence of mature eBoats.

Some **key factors** that will **drive eMobility on the water** are the increasing awareness of and familiarity with the benefits of EVs and growing environmental concerns.

Therefore, some **challenges** need to be solved for the market to take-off. This requires more promotion and increasing recognized relevance, improvements of energy storage and supply, reduction of product and production costs, as well as development and introduction of pro-EV-incentives or regulations.

Beyond the obvious, there are some significant differences between modern eBoats and regular Internal Combustion Engine (ICE) boats. Therefore, the change to eMobility will not be achieved by only electric refitting of existing boats, besides the quite high refitting-cost. The key is for manufacturers of eBoats and electric propulsion components to continue working hard and smart to offer compelling and reliable products below a prohibitive cost range and in this way reach attractive economies of scale.

### **Thorsten Irgang**

*CEO PureVolt Yachts*

Studied Industrial Engineering and Management at the Technical University of Berlin (TU Berlin), Germany.

He founded his first business, me4dia GmbH, in 2001 and has worked extensively in the marketing field. He also founded other businesses such as buks! GmbH (2004, exit 2014) and BBE Bistro Betriebs- und Entwicklungs GmbH (2010).

Thorsten has a passion for water sports and enjoyed windsurfing, sailing and boating since childhood. He started sailing at the age of 6.

### **About PureVolt Yachts**

PureVolt is a cross-branch start-up founded in 2019 by Nicole Kindel and Thorsten Irgang. With a broad background in marketing, promotion and strategy, PureVolt focuses on marketing, selling and renting out primarily small and midsize pleasure eBoats for day-cruising and weekend use on lakes, rivers and canals.

The portfolio includes a range of different brands, categories and sizes, so that clients can find the best fit for them.

As industry advocates and agents, PureVolt constantly looks for eBoat improvement ideas to fulfill the new customer needs and expectations. PureVolt shares these then with the manufacturing partners and parties involved (e.g. governmental entities).

PureVolt was founded with the vision of experiencing more silent and cleaner environment in and on the water.

[www.purevolt.de](http://www.purevolt.de)