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Honda Marine Announces Collaboration with Ultraflex and VETUS

Genoa Boat Show - 19th September 2024

Genoa, Italy – Honda Marine today announces an exciting new collaboration with leading marine technology brands, Vetus and Ultraflex. This strategic partnership introduces a cutting-edge communication system that is set to transform the boating experience by enhancing safety, ease of operation, and overall performance by connecting engine, steering and a bow thruster with a simple control through a joystick.

A performance-enhancing and technology-based collaboration

The joystick control system delivers ultimate precision, allowing more confidence and comfort when mooring and docking the boat. It's not just about smoother operation—it's about redefining the entire boating experience. When operators are at the helm, they will immediately feel confident to dock the boat. At Honda, we acknowledge that safety and enjoyment is always a priority, which is why this advanced system is designed to make time on the water not only more enjoyable but also more secure.

The benefits of the technology

The integration of this technology offers the benefit for boaters, particularly in the complex mooring situation, where smooth and controlled movements are crucial. The advanced system communicates directly with the boat's engine, steering, and bow thruster- ensuring simplification of the handling process.

By focusing on seamless operation, Honda Marine is managing people's expectations for the best experience on water. This collaboration caters to all types of boaters- whether for domestic pleasure or for professional purposes, this new technology will allow for you to manoeuvre and dock your boat safely and comfortably.

Adding to our knowledge built on heritage

Vetus is renowned for its onboard boat systems, most of which are engineered in-house, ensuring high-quality and innovative solutions for marine applications. With a comprehensive global sales and service network, Vetus delivers reliable products and support to clients worldwide, solidifying its position as a trusted name in the industry.

Ultraflex specialises in steering and control systems for boats, offering advanced solutions that improve performance and safety. Their commitment to quality and innovation has made them a trusted name in the industry.

Collaborating with Vetus and Ultraflex will help to utilise these unique expertise and innovative technologies of these well-known brands. It will enhance innovation to make it all possible, broaden expertise to give added reassurance and trust out on the water.

This strategic partnership involves combining decades of engineering experience to bring you something of true quality and is a big step forward

for Honda in the marine industry.

Piero Gai, the CEO of Ultraflex says:

"The collaboration between Honda Motor EU and Ultraflex continues with enthusiasm, thanks to which it is possible to equip the outboard engines with high performance servo-assisted steering and electronic steer by wire. In particular, we are proud to present this year, together with Honda Motor Europe, the IntegralStm electronic driving system interfaced with Vetus BOW PRO shunting propellers.

Thanks to this technical collaboration, the functions of the Joystick driving system are now available, both on boats equipped with single Honda outboard engine and with multiple engines and bring the experience of driving to a higher level making manoeuvring operations and mooring easier and safer".

Vetus says:

At Vetus, we take immense pride in collaborating with world-class brands like Honda Marine and Ultraflex. The seamless integration of our unique BOW PRO thruster system with their cutting-edge controls and top-quality outboards has resulted in a truly exceptional solution that enhances ease of boat handling. Quote from Vetus R&D Director Arthur Roeling: "The cooperation was comparable with the actual integration: smooth and intuitive, making the entire boating experience more enjoyable and effortless".

The launch of the new joystick control system takes place at the Genoa Boat Show today and will be available for the 2025 season.

Sea trials of the new system will take place throughout the Genoa Boat Show onboard a Ranieri Next 275 with a single BF350, located on berth N199.

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About VETUS – Creator of Boat Systems

Founded in 1964, VETUS sets the global standard in the design and

manufacturing of complete onboard boat systems—including engines, bow thrusters and anchoring solutions—for recreational and small commercial vessels. VETUS prides itself on innovation and engineers the majority of its 4,000+ product lineup in-house. The company’s commitment to quality, reliability, and delivering superior customer experience has earned the trust of boaters, yacht builders, and marine training establishments all over the world.

VETUS has its headquarters in the Netherlands, with representation in 17 other countries and an unparalleled worldwide distribution and service network.

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