

Press Release

BlueNav showcases its award-winning 8 kW motor and the 3D Joystick that transforms boating!

Arcachon, September 1, 2025 – At the Cannes Yachting Festival, BlueNav will showcase the BlueSpin 8 kW outboard motor, winner of the *New Propulsion Technology of the Year* at the Electric & Hybrid Marine Awards 2025, alongside the brand-new 3D Joystick, a control system that lets captains steer their boat with the tip of their fingers.

A vision: simplicity, sustainability, innovation

BlueNav's ambition is to transform boating by combining clean electric propulsion, smart software, and seamless user experience. The company focuses its expertise on **low-speed navigation** between 0 and 5 knots, which represents nearly 30% of the time spent at sea. During these crucial moments – maneuvering, entering and exiting harbors, or approaching docks – precision, safety, and fluidity are key. BlueNav reinvents these experiences through cutting-edge technology.

The award-winning BlueSpin 8 kW

Responsive and eco-friendly, the BlueSpin 8 kW is designed for smaller and lighter boats. Its retractable design allows it to disappear when switching to combustion propulsion, preserving speed and performance. Equipped with Rim Drive Technology (RDT) and **Whale Design fins** developed by BlueNav, it ensures exceptional reactivity at low speed and optimal energy efficiency.

The BlueSpin 8 kW is available in single or twin configurations, adapting to different boat sizes and needs:

- **1 x 8 kW:** for boats up to 4 tons and 10 meters
- **2 x 8 kW:** for boats up to 8 tons and 18 meters

This innovative motor was recently awarded ***New Propulsion Technology of the Year*** at the Electric & Hybrid Marine Awards 2025 in Amsterdam.

The 3D Joystick: natural, intuitive control

Launched this summer, BlueNav's **3D Joystick** is designed to transform low-speed navigation and delicate maneuvers. With intuitive one-hand control – push to move forward, pull to reverse, rotate to turn, slide sideways – every motion translates into smooth, proportional thrust.

Compact and ergonomic, the Joystick integrates essential commands (on/off, docking mode, turbine up/down, emergency stop) and enables advanced features such as Heading Hold, Route Tracking, and Speed Control.

Introducing the Dynamic Positioning System (DPS)

This September, BlueNav is pushing navigation assistance even further with the launch of **DPS**. This system automatically keeps the boat steady in position and heading, compensating for wind and current in

protected areas. With just one click, the vessel remains stable without manual corrections.

Perfect for fishing, waiting in a channel, or enjoying breathtaking views in a cove, DPS delivers comfort, accuracy, and peace of mind.

A redefined user experience

By bringing together the best of hardware and software, BlueNav turns hybridization into a true asset, offering features that reshape boating:

- **Safety:** a reliable second motor, ready as a backup at sea
- **Maneuverability:** millimeter precision and unmatched fluidity
- **Preservation:** Virtual Anchor to protect seabeds and silent electric cruising
- **Freedom:** access to protected areas and exclusive anchorages

These innovations reflect BlueNav's vision: to deliver intuitive, liberating navigation. *"With the BlueSpin 8 kW and the 3D Joystick, we take another step toward a future where technology fades into the background, allowing boaters to enjoy total freedom on the water and discover a new identity for their boat."* says Xavier Lachérade, CEO of BlueNav.

Cannes Yachting Festival

The BlueSpin 8 kW and the 3D Joystick will be showcased to the public at the Cannes Yachting Festival. Visitors will have the chance to experience firsthand how these innovations transform low-speed navigation and precision boating.

Location: Vieux Port, Booth PAN 346

About BlueNav

BlueNav is an innovative leader in marine technology, specializing in the design and production of hybrid and intelligent propulsion solutions for boats. The company focuses on eco-responsibility, smart navigation and ease of use, developing products that enhance the boating experience while respecting the environment. With advanced technologies such as 3D Joystick, Virtual Anchor, DPS, Lateral Docking, Heading Hold features and BlueSpin engines, BlueNav is transforming the way boaters interact with their vessels, offering safer, greener, more efficient and more enjoyable solutions. The company is working towards a future where boating is accessible, sustainable and respectful of the planet.

Pictures and documentation

Download picture and material [here](#).

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