

# PRESS RELEASE

7th December 2023



Electrika 2024 is a brand new and unique experience for anyone interested in electric narrow boating. Over the last few years, a near silent revolution has been taking place, as a new generation of electric propelled, hybrid narrowboats have been launched and cruised on UK waterways.

Adoption has been slowly gathering momentum, but finding good information is difficult, even at national boat shows. Electrika aims to provide a meeting point for early adopters, manufacturers and potential new owners to share information and real-life experience of this exciting new technology.

Visitors can access a number of electric narrowboats, attend talks from various owners and operators of these vessels, meet equipment manufacturers and take a short boat trip to experience “silent cruising”.

Electrika will take place on 3rd and 4th of May 2024 at Aquavista’s Brinklow Waterside & Marina, whose central location, facilities and enthusiastic management team made it the obvious choice for the UK’s first ever event, dedicated solely to electric narrowboats.

Friday 3rd May will be the B2B “trade” day, while Saturday 4th May will be open to any members of the public, who pre-book (register online) their interest in attending. The event will close on Saturday evening with music, drinks and food.

Electrika is the brainchild of Ortomarine, a renowned UK builder of electric narrowboats, with a passion for encouraging the industry towards “going green”. They, in collaboration with Aquavista, the UK’s largest inland marina operator, will be organising and promoting this innovative event. For more information and to reserve a ticket, please visit <https://electrika.uk>.

\*\*\* ENDS \*\*\*

For more information about this press release, please contact anyone of the following;

For Event Information - Kay Sumpner on +44 774 205654 or by email at [info@electrika.uk](mailto:info@electrika.uk)

For Aquavista information - Deborah Hunt by email at [deborah.h@aquavista.com](mailto:deborah.h@aquavista.com)

For Ortomarine information - Caroline Badger by email at [info@ortomarine.co.uk](mailto:info@ortomarine.co.uk)

Background Information for Editors;

**About Ortomarine**

Ortomarine is one of the leading UK boat builders of Electric Narrowboats, who have produced over 25 electric narrowboats - a mix of Serial Hybrid, Parallel Hybrid and All Electric designs. Their commitment to greener boating was recognised in 2022 with a Boating Business sustainability award. This is their second electric narrowboat event and they hope to share their knowledge and experience for the better of the inland waterways boating industry.

**About Aquavista**

Aquavista is the UK's largest marina operator with 29 marinas in unique and special locations across England, five of which are coastal and 24 are inland. They offer residential and leisure moorings, boat sales, floating homes and marine services. Aquavista believes that life is better by the water and are here to help our customers live that life. It is the company's purpose to make things easy for our customers, so they can truly appreciate life by the water.