



DLA Piper advises Yamaha on strategic acquisition of Skipperi's Technology Platform



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DLA Piper has acted as legal counsel to **Yamaha Motor Co., Ltd.** ("Yamaha") in its acquisition of the Skipperi fleet software platform, Skipperi Fleet, and associated intellectual property from Finnish boating-focused tech startup Skipperi.

Yamaha is a global company headquartered in Iwata, Shizuoka, Japan, known for developing advanced digital platforms and connected technologies, particularly within the marine industry. The company is actively evolving its Marine Business into an "Integrated Boat Business" focused on maximizing the value of the customer experience.

Skipperi is a rapidly growing boating startup founded in Finland in 2017 with the mission to develop easy and sustainable ways to make boating accessible and affordable. Skipperi Fleet is a pioneering subscription-based boat club platform, recognized for advancing digital solutions in the marine sector.

With this acquisition, Yamaha Motor further accelerates its Marine CASE strategy—transforming its marine business toward integrated, connected, and digital solutions for customers worldwide. The transaction includes the transfer of Skipperi’s cutting-edge software and all associated intellectual property rights to Yamaha, which intends to develop the technology as part of its growing portfolio of digital marine services.

The deal follows Yamaha's initial investment in Skipperi in 2023, reaffirming the company's commitment to digital transformation and seamless customer experience within the marine industry.

DLA Piper’s cross-border project team coordinated the legal advisory across corporate, technology, and intellectual property aspects, ensuring all regulatory and transactional elements met both Finnish and international standards. This transaction highlights DLA Piper’s capability to deliver seamless, client-focused legal solutions on cross-border technology and M&A assignments, supporting clients’ strategic ambitions in rapidly evolving industries.

The DLA Piper advisory team lead **Jonathan Andersin** commented: "We are proud to have supported Yamaha on this forward-looking transaction, which paves the way for cutting-edge innovation in marine digital solutions and demonstrates our commitment to delivering seamless advice on cross-border assignments."

The DLA Piper advisory team included Jonathan Andersin, Josefine Jahnsson, Velu Hautala, and Katariina Koski in Finland as well as Richard Bull, Cassandra Cuellar and Ute Krudewagen in the US.

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