

**Subject:** Side-Power Rebranding to Sleipner



## Side-Power Rebranding to Sleipner



Side-Power bow and stern thrusters have been around since the 1980s and are installed on hundreds of thousands boats around the world. The name “Side-Power” has always been an English-language brand name for the Norwegian company Sleipner Motor. In fact, if you’ve ever owned a Side-Power thruster, or seen a motor, you may have noticed “Sleipner Motor AS” printed on the bottom of the front page of the owner’s manual, as well as on a tag on the motor itself.

In Norway, the name “Sleipner” was synonymous with reliable motors for decades before they rebranded to Side-Power and focused primarily on thrusters. So early in 2021 they decided to go back to their roots and rebrand as “Sleipner” to get away from a name specific to just one product line of the many that they offer. While the logo and packaging may be changing, the top-notch engineering, quality and reliability that they are known for will remain the exact same. The rebranding exercise also opens the door for future developments and further expansion of their product offering.

Looking to use the Sleipner logo on your website or in your advertising? [Click here](#) to view the new artwork and branding guidelines or reach out to our team by email: [holly@imtra.com](mailto:holly@imtra.com) or phone: 508.207.1618.

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## OCEAN BORN. TECH BRED

Sleipner's products are born from their love of the ocean – from how they've explored it, enjoyed it and used it through centuries. And bred through technology, through innovative solutions and their continuous search for perfection. This is why Sleipner's products stand out, this is why they're the quality benchmark for safety and comfort solutions in boating. This is why your voyage at sea always will be better with a Sleipner solution installed.



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