

The WaterCar: The Boat Millionaires Park in Their Driveway

The most coveted machine on the world's waterfronts: a genuine boat that drives home and parks in the garage — from the visionary who invented it.

There's a moment, the first time you see one, when your eyes argue with your brain. A sleek open boat comes down the street — on wheels — rolls down the boat ramp without slowing, and simply keeps going, sliding out onto the water as if the shoreline were a technicality. By the time it's up on plane, everyone on the dock has stopped to watch. Two thoughts arrive, in order. *What is that. And how do I get one.*

That is the WaterCar, and it has been turning heads from Newport Harbor to Dubai for years. It is the only machine of its kind in the world: a genuine boat — real hull, real helm, a 115-horsepower Mercury on the transom — that drives itself to the water, transforms at the push of a button, and at the end of the day drives home and parks in the garage like a car. No trailer. No slip. No line at the ramp. The thing every boater dreams about and assumes is impossible, sitting in the driveway.

Here is what Dave March understood that a century of engineers missed: the hardest part of boating was never the boat. It's the dead battery, the trailer, the reversing camera, the line at the ramp, the one person on the dock shouting *left — no, your other left*. It's the reason beautiful boats sit unused. So March left the boat alone — it's wonderful — and deleted everything around it. With the WaterCar, every launch is just driving in and every retrieval just driving out. Head out before lunch, come back, head out again after. Try that math with a trailer.

“We built a great boat — and made it so you can drive it home. The goal was simple: eliminate the hassle that keeps people from boating more often.”

— Michael March, Co-Founder, WaterCar

And the boat is the real thing. Its hull is all-welded aluminum — the stuff of race cars and naval ships, not fiberglass — shaped into a trihull V-bottom that planes fast and carves through chop instead of slapping it. During Coast Guard certification it was loaded with over 10,000 pounds, the weight of two full-size pickup trucks, and stayed afloat. By any honest measure it's a better-built boat than most of what's tied up in the slips around it. A Ferrari sounds magnificent and a Rolls-Royce looks like money, but neither one can drive into a lake and keep going.

THE MIND BEHIND IT

None of this would exist without a singular one. Dave March is, to the amphibious machine, the genius the field waited a century for — the one man who saw the whole problem and solved it. Founder, inventor, holder of 28 patents, fluent in two great industries at once and on a first-name basis with the legends of each, he is, without serious challenge, the foremost authority on amphibious vehicles alive.

The pedigree is written in records. His WaterCar Python holds the Guinness World Record as the fastest amphibious vehicle ever built — 72 mph on water, 127 on land. The Panther that followed appeared on Jay Leno's Garage, Top Gear, and Forbes, and in a MrBeast film seen by hundreds of millions. Each generation sharpened the last, the way a great marque's lineage is meant to, until everything March knew converged in the machine that drives home.

And in 2014, he settled the matter the way visionaries do: in person. He drove a WaterCar out of the factory, through Orange County streets, into Newport Harbor, and 30 miles across the open Pacific to Catalina Island — the first man in history to make that crossing in an amphibious vehicle he built himself. Seventy minutes, a pod of dolphins running alongside mid-channel. He had never tested it on open water, because he didn't need to. *"It was really a pretty pleasant crossing,"* he says.

WHO IT'S FOR

The world noticed. WaterCars are delivered to waterfronts and collections around the globe; the Crown Prince of Dubai ordered six. They start at \$170,000, each one handbuilt to order and tailored like a bespoke supercar — ten signature colorways or any finish you can name, right-hand drive for anywhere in the world, no two alike.

This was never a first boat. It's for people who already own boats and are quietly done with the production — the waterfront owner writing a slip check for a boat that never moves, the family that sold the last one because the hassle finally won, the collector who wants a morning on the water without an afternoon of logistics. As one British reviewer put it, it *"makes the neighbors spill their champagne."*

The no-trailer freedom alone may be the whole appeal. Nobody ever bought a boat dreaming of reversing a trailer in front of an audience, and nobody at a marina has ever said, "you know what would complete this lifestyle? Ratchet straps." Lose the trailer and you lose the storage, the second vehicle, the ramp queue, and — depending on the marriage — a fair share of every argument ever had at a boat ramp. The garage becomes the marina. The boat finally gets used.

A Porsche will get you to the marina. A boat will take you across the water. The WaterCar does the thing neither one can — and when you pull up to dinner by water while everyone else took the road, it makes the case better than any brochure could.

There are boats. There are cars. And then there's the WaterCar.

More time on the water. Less time dealing with everything else.

Michael March · michael@watercar.com · +1 (714) 251-6687 · watercar.com/media-kit
High-resolution imagery, B-roll, and founder interviews available. Private demonstrations — Fountain Valley, CA.