WATERCAR

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

A genuine boat that drives home and parks in your garage - from the builder who invented it.

Do the honest math. How many times did you take your boat out last year? Boat manufacturers have done incredible work - the boats on the water today are capable, comfortable, reliable, and packed with technology that has made boating better than it has ever been. If the answer is still less than ten - and be honest, it is - the reason was never the boat. The boat runs fine. It is everything around the boat that quietly wins: the trailer, the tow across town, the line at the ramp, and the whole sequence in reverse to get home.

By the Coast Guard's own numbers, the average motorboat gets used 29 days a year. The other 336 - eleven months of every year - it sits.

The WaterCar was built to end that math. It is an 18-foot all-welded aluminum performance boat with a Mercury Pro XS on the transom, a trihull V-bottom with reverse chines that planes fast and carves through chop, 316 and 304 stainless where each belongs, and Coast Guard level flotation in a hull that floated 11,070 pounds in capacity testing - itself plus the weight of two full-size pickup trucks. It is, by the measures that matter to a boater, built for saltwater from the ground up.

And it drives home. Press a button at the ramp, the wheels drop, the outboard lifts, and you drive it through the neighborhood and park it in your garage. Or keep it at the vacation home, parked in the garage, always ready - show up, walk outside, and you are on the water in minutes. None of the usual logistics. The garage becomes the marina, and the boat actually gets used.

"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 and CEO, WaterCar

"We are not competing with other boats. We are competing with the trailer in the side yard, the slip bill, and the Saturday morning line at the ramp." - Michael March, Co-Founder and CEO

"Everyone has the same first thought when they see it. We had it too." - Dave March, Founder and President

Start from a car and it floats reluctantly, wheels and suspension dragging through the water. Start from a boat and it drives poorly, assembled from parts no local shop has ever seen. Both are honest outcomes of building from one side. They answered half the question, and half was the best anyone could do. The WaterCar was built from the middle.

"Two questions. Is it a boat you'd want, and can it get itself there? Everything else has only ever answered one." - Dave March, Founder and President

THE BUILDER

Dave March is the world's foremost authority on amphibious vehicles - their design, their engineering, and the business of building them. He holds 28 patents. He is a businessman, a licensed pilot, a general contractor, an engineer, and an inventor. He has built and repaired airplanes, built dune buggies and jet boats, shaped surfboards, and raced on the water his whole life - fluent in three industries at once and on a first-name basis with the legends of each. His father, John March, was an Air Force helicopter mechanic and spent his life flying and fixing private airplanes; the discipline of the annual inspection - every panel off, the entire machine verified airworthy - runs through every design decision in the WaterCar. The whole vehicle can be de-trimmed with a Phillips screwdriver and a crescent wrench. "Proprietary technology is a trap. It locks you in. We built this so your local guy can fix it," he says.

His WaterCar Python holds the Guinness World Record as the fastest amphibious vehicle ever built, powered by one of Dave's own jet drives. In WaterCar's own testing, it reached 72 mph on the water and 127 mph on land. He proved the technology at its absolute limit, then chose against it for the production vehicle, because he knows exactly where it fails. Six machines carry his name, each answering what the last could not. The Panther appeared on Jay Leno's Garage, Top Gear, and Forbes, and reached hundreds of millions through a segment by MrBeast. The Crown Prince of Dubai ordered six.

In 2014, Dave drove a WaterCar out of the factory, through Orange County streets, into Newport Harbor, and thirty miles across the open Pacific to Catalina Island - the first person in history to make that crossing in an amphibious vehicle. Seventy minutes, a pod of dolphins running alongside mid-channel. "It was really a pretty pleasant crossing," he says.

WHO IT'S FOR

It is a boat for people who have already owned 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 boater who wants a morning on the water without an afternoon of logistics. Owners now span fourteen distinct use cases: sport fishing, lake and island households, motorhome travel, hunting, families, and commercial operations.

Each one handbuilt to order at WaterCar's 50,000-square-foot facility in Orange County, Southern California - in three series: Signature for luxury and leisure, Adventure for the outdoors, and Commercial for professional and fleet operations. Ten factory colorways or any finish you can name, right-hand drive and international conversions available, no two alike. WaterCar is family-owned and privately held - no outside investors, no private equity, no public ownership.

The industry has built hulls from fiberglass the same way for sixty years. Dave built the WaterCar from aluminum. Its major components carry names marine and automotive technicians already know - Mercury, Wilwood, Eibach, Simrad - serviceable through established supply channels. Routine service is handled locally through familiar marine and automotive channels.

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

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

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High-resolution imagery, B-roll, and founder interviews available. Private demonstrations - Orange County, Southern California.