

**April 7, 2026**

**A Message from Rob Sleamaker**

*38 Years of Innovation in Swim Training*

After 38 incredible years of building and operating Vasa, it is time for me to retire. This decision has been made with thoughtful consideration and deep gratitude.

From the very beginning in 1988, our mission has been to help athletes train smarter, stay healthy, and perform at their best. Along the way, we've had the privilege of serving competitive, swimmers, triathletes, coaches, surfers, Nordic skiers, Physical therapists, and fitness enthusiasts, around the world.

Your trust, loyalty, and feedback have shaped everything Vasa has become.

Operations at Vasatrainer.com will officially cease on **April 7, 2026**, and we will suspend all e-commerce activity indefinitely. However, this is not an immediate goodbye.

We will keep the website live for at least the next three months so that customers can continue to access important resources, including product information, training guidance, and maintenance support materials for the Vasa Trainers and Vasa SwimErgs.

As I step away, the company is for sale. I am actively seeking the right buyer to carry Vasa forward. The brand, products, and community have strong potential for continued growth under new ownership, and it is important to me that Vasa's legacy continues.

If you have questions or need to contact us, please visit our Customer service FAQ page at: <https://vasatrainer.com/faqs/customer-service/>

Thank you for being part of this journey. It has truly been an honor to serve you.

With sincere gratitude,

**Rob Sleamaker**

Founder, Vasa