

Ribeye news

Powered by YAMAHA

Southampton International Boat Show September 2008

We welcomed a large number of visitors to our stand and the Ribeye display was very well received. It was wonderful to meet happy customers, who appear to be spreading the word. We were also pleased with the number of new sales confirmed. It was evident that consumer confidence in the Ribeye brand remains high during these rocky economic times.



Happy Customers

In October Bear Grylls took a moment off from his gruelling schedule to buy a Ribeye. "Great boats, great service!" was his comment. Bear is now taking advantage of his complimentary Club Ribeye membership.



French Press Day 28 October

We welcomed Philippe Leblond from Pneumatique magazine and William Ragonneau from Aquafun to our Dartmouth headquarters to try out the range. Sylvain Ory, from Yamaha France, was on hand to help out. Ribeye models 1050, 785, 650, 600 and 500 were at their disposal and all powered by Yamaha outboards. We were blessed with sunny weather so some excellent photographs were achieved as well as live video footage for our website featuring awesome performances of the GT1050, S785 and A600.



New Ribeye Sales Centre near Southampton

We welcome Warsash Marine to the Ribeye sales centre network. Warsash is a successful Yamaha dealer and is located in the Hamble. Warsash has been serving the yachting community for many years and operates the diesel fuelling berth, marina and boatyard at Stone Pier Boatyard, close to the mouth of the Hamble River. Services include craning, undercover and yard storage, berthing, drysailing and LPG sales. www.warsashmarine.com



Caribbean RIB Rally 1 - 6 December

International teams aboard 20 identical Ribeye 785s, all powered by identical Yamaha F250s, experienced seven days of adventure covering 436 nautical miles off the Dutch Caribbean island of Bonaire. This has to be one of the most stunning and exotic locations on this earth! One week of adrenalin with speeds of 50 knots on open, sometimes rough water, as well as jet skiing, water-skiing and lots of swimming was enjoyed. The spectacle was broadcasted on European television and can be viewed on the Ribeye and RIB Rally websites. 2008 RIB Rally event boats are available to buy via www.ribrally.com. Ribeye is

now involved in marketing and promoting next year's event which will again take place in the Caribbean.



Weymouth & Portland National Sailing Academy

The Weymouth and Portland National Sailing Academy (WPNSA) has chosen a Ribeye A550 powered by a Yamaha F100 as its events boat. Weymouth Bay and Portland harbour are widely recognised as the finest sailing waters in the UK. Together with the development of the new purpose-built, on-shore facilities, this has resulted in the WPNSA being selected as the venue for the London 2012 Olympic sailing events. Ribeye will be running promotional events with WPNSA over the next three

years, building up to the Olympic Games in 2012. These wonderful facilities are also available to Ribeye sales centres for promotional activities. www.wpnsa.org.uk



Ribeye in Europe 2009

Yamaha is working with Ribeye to extend the successful sales model to Holland and France. Ribeye is exhibiting at the Paris and Amsterdam International Boat shows in cooperation with Yamaha Europe. Turnkey Ribeyes will be available to the French and Dutch markets for the 2009 season.

Armstrong positive flotation outboard brackets

Ribeye has recently fitted an Armstrong bracket to the S785 with fantastic results. These are among the finest outboard mounting systems in the industry and set the standard for outboard propulsion worldwide. The effect of the extension of the vessel hull below the waterline optimises the performance of the Yamaha outboard. Increased efficiency means lower fuel consumption, a drier ride and better handling at speed. It also acts as a large boarding platform, making easy entry to and exit from the water.



Ribeye is delighted to promote the Landrover experience



London International Boat Show 9 - 18 January 2009

Yamaha has invited us to exhibit on its stand S8A at Excel. We will be showing the S785 c/w F250, a limited edition S650 c/w F150, A600 c/w F100 and A500 c/w F80. A selected range of Ribeye inflatables will be on display sporting the new embossed Ribeye logo. We look forward to meeting you at the show.



rather than to produce a Mediterranean copy. The results at the show were pleasing and orders were taken for Spring delivery.

Salon Nautique Paris 5 - 14 December

Ribeye's stand was attached to the Yamaha France display, reinforcing the link between the two companies. The Ribeye style of RIB, with its deep V hull, is not typical in the French market. Because Mediterranean sea states tend to be calmer, hulls with a lesser V perform adequately in those waters. More hours of sunshine mean a large sunbathing area is the norm and jockey seats are also unusual. There are multitudes of Italian and French manufacturers producing RIBs in this mould, however, Ribeye's approach to the French market is to sell the strengths of our RIB design,

Rib Shack Marine adds a Ribeye 600 to their fleet

From January 2009 Rib Shack will be adding a Ribeye 600 to their shared boat ownership scheme. Rib Shack has chosen a 600 because it is widely recognised as the ultimate family RIB, a market leader in its class, offering true performance, a quality build and superb styling. With the RIB Shack scheme the boat is sold at the end of the three year term and the proceeds split evenly between the owners. The management scheme aims to give complete peace of mind while you get on with the serious business of having fun.

