





## Why become a Humber Dealer?

You are contemplating a new range of ribs to increase sales or enhance your existing range. Here are a number of reasons why you could choose Humber:

-  **World Class brand** - We are a **Global Player** with over 12,000 craft currently in service worldwide. We have built more than most British rib manufacturers put together and there is barely a country that you will not find our craft.
-  **Production capabilities** - We are currently manufacturing five boats a week and require room for expansion to build ten boats a week. We can cope with any order that may come our way.
-  **50 years** - We aren't a pop up business hoping to capitalise on a money making idea selling boats. We are an established brand and permanent fixture in the RIB industry under the same family ownership. We are the **world's original** rib brand with us being the first to manufacture ribs for the leisure market. We've been in business 50 years and we'll still be in business in another 50 years.
-  **Impeccable aftersales** - Our aftersales team is second to none and we make sure that our customers and dealers get all the information and assistance that they require in an efficient manner. You are our priority and we are here to help!
-  **Stock boats and build to order** - We are the only rib manufacturer in the UK and probably Europe to carry a large quantity of stock all year round. This means that lead times are cut and will allow you to even collect a boat that very same week! Our [www.ribworld.co.uk](http://www.ribworld.co.uk) website has massive stocks for dealers including rib collars, boats, consoles and anything else rib related! Alternatively, we can build a boat to your exact requirements.
-  **Custom/production** - Whether you require a standard bare boat or a high spec bespoke craft, we have the capabilities and experience to help get you and your customer their dream boat.
-  **Massive range** - We boast a huge range of craft. With sizes ranging from 2.5m to 12m we can cater for all needs. We are one of the few companies in the world who can build an 'inflatable boat' to an exceptional commercial strength standard. We specialise in shallow V rib, deep V rib or a cabin ribs. We can provide you with the boat that you require whether that be a basic boat or a full fit out with all the necessary additional extras.
-  **Commercial strength** - All of our craft are built to a high commercial standard built to withstand the treacherous conditions of the North Sea and beyond. From our professional ribs to our leisure ribs, everything is built to the same standard and quality. The British Antarctic Survey have been operating our ribs in some of the world's most extreme conditions for the past 30 years which is a testament to the quality and durability of our craft.
-  **Quality** - Our quality is second to none. **All aspects of the boat build are done in house** including the tubes to ensure total quality control. We only use the finest materials and will not allow anything that does not meet our standards to leave our factory and have built to SOLAS in the past.



**Safety** - Our boats are designed to be stable at rest when climbing in and out of them. Further to this you cannot normally stuff our craft due to the bow design. The helm also responds a lot quicker and with a responsive hull, our boats can avoid danger at sea.



**Suitable for all applications** - As a result our ribs are suitable for commercial, professional and leisure use amongst countless other uses. Our customers range from the police and rescue organisations to the general user.



**Reliable** - Humber's are famous for their reliability and robustness. We still have customers sending in images and telling us stories of their Humber that they still use back from the 1970's!



**Ultra high performance** - Anybody can build a rib and it will work. However, not everyone can build a rib with **Rough Sea Capabilities**. The performance of our unique hulls allows our ribs to outperform any others. When conditions worsen, your Humber will come in to its own. With high speed and impeccable handling characteristics, our ribs are second to none. This high performance characteristic is what defines Humber and sets them apart from others on the market.



**Ultra Fuel efficient** - Our exceptionally efficient hull design allow our ribs to glide across the water rather than smash into waves. This will allow a comfortable journey and in turn creates a more fuel efficient boat because the craft does not need to work as hard as others to get onto the plane because there is less resistance to wave/water forces.



**British built** - Our boats are handmade in our factory. We employ a strong and committed workforce to maintain the high standards that we expect and that you command.



**Experienced team** - We have 50 years of experience and as a result we have created a knowledgeable and skilled team that can help and advise you with anything rib related. We can also provide CAD designs, technical and performance advice as well as consultations. We can provide back up support and help you sell and advise your customers!



**Impressive back catalogue of clients** - Over the years we have worked with a huge range of clients from your average boat user to multinational corporations. Some of our clientele include: numerous police organisations across the world including most recently Dorset Police, Shell Oil (Gabon), H.M customs Ministry of Defence, BP, Hugo Boss, Meggitt defence amongst hundreds of other organisations.



**Chance to work with a unique brand** - With over 12,000 craft built to date and an extensive range, we are the UK's leading rib manufacturer. We have sold craft all around the world, probably to every country, and are recognised as one of the main brands in the worldwide Rib industry.



**New dealer exclusive range** - We are currently developing a new inner moulded range that will be exclusive for dealers. This will help you provide your customer with another option to our already extensive range.



**An opportunity for you** - We are actively looking for dealers worldwide. This is an opportunity to work with an established brand and company. Not just from selling our boats but also all the added extras including engine, trailer, electronics, storage etc. Looking to the future, you'll also have a future customer for servicing and maintenance work!

