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243 Oak Street, Pembroke, Massachusetts 02359

RITCHIE LAUNCHES READY TO BOAT PROGRAM FOR OEMS

Ritchie Navigation, the world's largest manufacturer of magnetic compasses, has launched Ready to Boat. The program provides free education to new owners, while incentivizing OEMs to right-size the compasses they install. Ritchie provides zippered wallets for new customer packages containing a wealth of useful educational tools, including complimentary access to its comprehensive Ready to Boat safety and navigation online course.

Ready to Boat was developed to reverse the trend of new boats shipping with undersized compasses—or none at all. This drift is due to an ever-growing reliance on electronic navigation by end-users and OEMs' understandable reaction to increasingly narrow profit margins.

To take advantage of all the benefits of the Ready to Boat program, including promotional messages for dealers and new boat owners, OEMs need to become Ritchie Certified Installers. This provides access to exclusive pricing, affiliation with a renowned 160-year old brand and the exclusive right to call a boat model "Ritchie Certified."

Dealers are encouraged to use Ready to Boat as a sales incentive. Free access to the online boating course will help diminish fears first-time boat owners may have in their own skill and confirm the commitment to safe boating. Additionally, dealers can add their own coupons to the branded neoprene wallet to increase accessory purchases.

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The Ready to Boat wallet contains cards with a float plan checklist, US VHF channels and US Aids to Navigation, a WetNotes waterproof notebook, Made in the USA Ritchie decal, coupon for a free chart from Maptech® and the access code for the Ready to Boat online course.

For the consumer, the Ready to Boat online course will make a better and more confident boat owner. Different from other marine education solutions, it takes a commonsense and practical approach to learning. Using relevant quizzes and diagrams, it prepares them to confidently respond to situations that can occur while on the water.

"At its core, Ready to Boat was developed to make people safer on the water, with the educational tools to achieve this channeled down through boatbuilders and dealers," said Jonathan Sherman, Ritchie Navigation president. A video and introduction to the course is at bit.ly/ReadyToBoat.

For over 160 years, Ritchie Navigation has guided generations of recreational boaters and professional mariners safely across almost every conceivable navigable waterway. It manufactures a wide range of compasses and related accessories.

Contact Ritchie Navigation, 243 Oak St., Pembroke, MA 02359. 781-826-5131. sales@ritchienavigation.com, www.ritchienavigation.com.

Editor's note: Learn more about Ritchie Navigation's Ready to Boat program and how it will benefit both OEMs and boat owners at the Miami International Boat Show, Feb. 14-18, booth C702.