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243 Oak Street, Pembroke, Massachusetts 02359

RITCHIE SIGNS SCOUT AND SEA FOX FOR READY TO BOAT PROGRAM

Ritchie Navigation has signed Scout Boats and Sea Fox Boats to its Ready to Boat program. The groundbreaking initiative offers incentives to OEMs to correctly size the compasses they install and proactively counters recreational boaters' growing reliance on GPS alone for navigation.

As part of the Ready to Boat program, Scout and Sea Fox receive neoprene wallets for inclusion in new owner packages that contain educational information, and free access to Ritchie's innovative online boating safety and navigation course. These are passed on to dealers who can add their own promotional coupons to increase add-on sales. Additionally, the boatbuilders now have the exclusive right to brand their boats as "Ritchie Certified." Not only will the initiative help sell more boats, but it will educate new boat owners to make them safer and more confident on the water.

"We launched Ready to Boat just four months ago," said Roby Holland, Ritchie Navigation VP of sales and marketing, "and we've had a robust response. OEMs really understand what we're trying to achieve with the program."

For 160 years, Ritchie Navigation products have guided generations of professional mariners and recreational boaters. The company is the world's largest manufacturer of magnetic compasses.

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