

PRESS RELEASE

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Ceasar Marine, standing out in the RIB world

Very rarely can you look at a new boat and say that it will change the way people look at a particular design forever. Rarer still when the design in question is one of the most popular out there. However, with the launch of its new P-Class RIB, Devon-based Ceasar Marine believes it has created a combination of performance, pedigree and price that is unmatched in the Rigid Inflatable Boat market.

'P' Stands for Premium, and this is a well-deserved moniker for the Ceasar P850. Built exclusively for Ceasar Marine in Cape Town, South Africa, the P850 has been borne out of two years of hull development with world-renowned hull designers, overseen by Ceasar's consultant Captain Mark 'Dog' Phillips.

The finished article is a 23° deep-V shaped 8.25m monohull with reverse-scalloped chines that will accommodate up to 600HP and ride comfortably at 60+ knots. Performance is up there with the best sports boats, but this is no pared-down racing machine. The boat is fitted-out and finished like a mega-yacht tender. Huge chunks of finely shaped stainless steel reflect views of exquisite controls and built-in gauges; this is form and function in perfect harmony.

The boat's clever chine arrangement reduces spray, eliminates side-slip in tight turns and provides excellent directional stability at speed and impeccable manners when landing. The hull geometry also means that slamming impact is minimal and the boat is virtually impossible to 'stuff'. In fact, with the sea-keeping characteristics of a much bigger boat combined with the agility and speed of a smaller one, the Ceasar P850 exudes presence and inspires confidence even in the most challenging of sea conditions.



Aesthetically the design works too, the slender profile of the bow section flows back around the raked centre console giving the stern a broad, muscular stance. The beautifully crafted stainless steel A-frame enhances the sporty look and provides a none-too-subtle hint of the boat's performance credentials.

Internally, the boat has been very thoughtfully laid out. The multitude of lockers all have moulded fibreglass inserts and sturdy grab rails fall instinctively to hand all around the boat. Comfortable and supportive monogrammed jockey seats firmly grip the crew giving the feeling that you are definitely in the boat as opposed to perched on it.

A comprehensive list of options; from LED Hella deck lights and Flexiteek decking, to Livorsi throttle control and a waterproof audio system, allows owners to personalise each boat to their exact requirements. Creating anything from luxury day boat to water-sports or fishing boat, the P850 is a versatile platform for whatever the family is into.

The twin outboard variant is now available in the UK with an inboard currently undergoing sea trials in South Africa, due later in 2007. With twin 225hp outboards the boat will hit 55 knots with a crew of four on-board and full fuel tanks. In the single engine set-up the full complement of 360 litres of fuel gives a range of over 300 miles at a cruising speed of between 30 and 35 knots.

Fibre Craft Marine manufactures the main components of the boat in Cape Town, South Africa. They employ a hand laminating system where all the material is pre-cut to size to ensure the correct overlaps. After each layer is completed it is checked by quality control to ensure there are no faults in the laminate. The boat is produced using a quad-directional stitched fibreglass mat, a market-leading material that creates a much stiffer and stronger structure than conventional woven fabrics. Once the hull and deck are finished they are shipped to Ceasar Marine Ltd. in the UK for final fit-out and commissioning at their headquarters near Ilfracombe, in Devon.

"Throughout the build and fit-out processes we have ensured the use of the highest grades of equipment and materials, which inevitably leads to a very high quality finish and better



than standard residuals for owners who want to trade up," says Ben Donovan, Director of Ceasar Marine. "We've been blown-away by interest in the new P850."

"The big challenge for us has been getting the right dealers on-board. Fortunately, the trade has been very interested too - which is great news for Ceasar because it demonstrates that we have come up with a package that the market specialists know will sell. The UK RIB sector is very diverse, but we have still managed to develop a design that in my opinion trumps the best on offer out there in terms of performance, pedigree and price."

Prices start at £36,650 + VAT (package excluding engines) and climb to £80,000 +VAT for the fully loaded, top-spec model with twin Honda 225 outboards and trailer included.

To find out more or to arrange a boat test for your magazine, simply contact John Sharp at the numbers below and we will demonstrate what it means to be in total control of one of the most exciting boats in the UK.

NOTES TO EDITORS

- RIBs currently account for over 60% of all new boats sold in the UK with the 7.5m+ market showing the fastest rate of growth.
- With dozens of marques available in the UK, the original utility boat has evolved into all manner of craft, from lowly tenders to mighty record-breakers.
- Thanks to our short changeable season and lumpy coastal waters the development of the RIB design has been accelerated in the UK more than any other market, making it a huge success.
- For several years Ceasar Marine has been selling and servicing small RIBs at the European headquarters of the Thundercat Race Series – agile, surf-jumping catamaran RIBs from South Africa that provide a heart-in-the-mouth racing spectacle, for competitors and spectators alike.
- Following its success in the UK with the extreme sports RIB, Ceasar has been keen to expand its offerings and move into larger designs and now offers other RIBs, including a small tender design, a commercial platform and the new Premium Class (P-Class).

For more information and high resolution images please contact John Sharp on
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The Ceasar P850



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or e-mail john@sharpcommunication.co.uk