

To make a yacht a Princess Yacht it is built to a unique specification, individually sea-tested, and fine-tuned to ensure high levels of performance. Princess needed vehicles that reflected this reputation for quality, and supported their strong local identity - while also providing a cost effective alternative to owning a fleet. Princess Yachts chose Ryder.



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0800 100 200

ryder.com

keepmemoving@ryder.com

A quick overview

Their need

- Commercial vehicles that reflect the quality of the Princess name
- Flexibility within the range to help them manage fluctuations in demand
- A partner who could support them today and in the future

Our response

- Contract hire vehicles are specified to the Princess branding and are maintained to the highest standard at nearby Ryder workshops
- The ability to exchange vehicles within the contract term and a flexible spot rental service
- Day-to-day assistance through the local Ryder rental office and ongoing strategic support

The full story

The customer

Since 1965, the Princess name has become synonymous with all that is finest in motor yacht design and build. Princess Yachts International now owns and operates from over 81,000m² of vertically integrated factory facilities. It has become a respected name in the marine industry for creating some of the most exciting and exquisite hand-built motor yachts for those who wish to experience the thrill of high-speed cruising in style.

The challenge

As one of the largest employers in the Plymouth area, Princess Yachts operates several production sites. They needed a complete range of vehicles to ship parts between their locations, and to take a yacht nearing completion down to the water for her final fittings before launch. Until recently they were getting by with a fleet of old and outdated rental vehicles. Instead they wanted vehicles that reflected their reputation for quality and craftsmanship and that supported their strong local identity. Put simply, Princess needed a finer carriage.

The solution

With no capital outlay Princess Yachts now has eleven new vehicles at its disposal on a contract hire agreement with Ryder. All are specified to their exact corporate branding and distribution requirements. Ryder offers Princess Yachts scope and flexibility in a range that includes tractor units, 18 tonne boxes, 7.5 tonne boxes, Transit vans and Luton vans – and that ultimately costs them less than they were paying for their previous rental vehicles.

The fleet undergoes regular preventative inspection, maintenance and serving at workshops in the Plymouth area, with replacement vehicles on standby to minimise any distribution downtime.

Within the terms of the contract, Ryder also provides routine assistance and flexible spot rental through its local rental office to manage any fluctuations in demand. An Account Manager is also on hand to provide strategic support throughout the lifetime of the contract.

Flexible

service

“Our optimum solution – a new fleet of branded vehicles coupled with local day-to-day support from Ryder has provided us with a flexible and reliable transportation network.”

Chris Gates, Operations Director, Princess Yachts