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ULLMAN IN THE DRIVING SEAT

Tuesday 01 September 2009



Ullman: Keen for long relationship with P1

Ullman Dynamics has been the world leader in its field for 17 years. But what is the company? Who are they? What do they do?

And, more appropriately, what is its association with Powerboat P1?

Ullman Dynamics is the producer of the Ullman Boat Seats, the world's best shock mitigating seats, products that have been proven to reduce the dangerous impacts to

which drivers of high speed boats are exposed.

Dr Johan Ullman M.D. pioneered the medical research into the field at the department of Occupational Orthopaedics at Sahlgrenska University Hospital in Gothenburg.

Export manager Carl Magnus Ullman says that, owing to its products, impacts are reduced by a staggering 50%.

"We have been making boat seats for 15 years and have users in over 30 countries, mainly among navies, coast guards, sea rescue and police," says Ullman. "Today we can offer seats for boats ranging from small RIBs to large sea ferries, as well as Powerboat P1 racing boats."

On its association with the Powerboat P1 World Championship, Ullman adds: "The company helped P1 arrange the rescue boats for the Gothenburg event and we hope to be able to do the same at other locations. We are also keen to share our expertise in cockpit layout and dashboard design and how to avoid body injuries when driving boats in high speeds."

Ullman is hopeful a longer-term relationship with Powerboat P1 can be established. "We hope to make our brand known in the powerboating society worldwide as this is a market which has not been explored."

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The P1 Start Bo show in Southa

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"We have just launched our new Ullman Daytona Seat, which is a fully suspended bucket seat, especially designed for Powerboat P1 race boats - we see it as a brilliant opportunity to be association with a world championship."

For more information on Ullman Dynamics, log on to www.ullmans.com

Monday 17 August 2009



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