

# RHINORACK

## The Right Accessories Make The Journey



For an adventurer, having the right accessories on your vehicle to suit your purpose is a pretty important decision to make. Roof racks, luggage boxes, bike carriers, kayak carriers and load securing accessories need to be durable and easy-to-use. Whether you are a skier, kayaker, surfer, cyclist or keen camper, Rhino-Rack is an all Australian name that you can trust. With customised products and the latest in carrier technology, you can rely on Rhino-Rack to transform your vehicle for work, play, or anything in between.

Roof Racks come in different shapes and sizes so it's important to select a roof rack that suits your load carrying needs. In order to meet as many different customer requirements as possible, Rhino-Rack have developed a wide product range that has been rigorously tested and designed to suit any situation.

The Rhino-Rack streamline Vortex range of racks is a prime example of this, as it is designed for recreational applications such as carrying a kayak, Skis, Roof Boxes and bikes. On top of this Rhino Rack offer a range of load securing accessories such as ladder locks, tie down straps and ratchet straps which are great for for both recreational and professional use.

If you are keen on fishing, Rhino-Rack even offer fishing rod carriers! If your aquatic needs are more demanding, don't sweat it as you can get your hands on their SUP and kayak loaders which ensure ease of use when loading and unloading your gear.

Alongside its vast range of products, Rhino-Rack are committed to test and measurement as well as keeping their staff happy and motivated. CEO of Rhino-Rack, Richard Cropley, has been the driving force behind this ethos - he has also found a way to integrate these two principles.

Annually, for six weeks at a time, Richard will take his Rhino-Rack team deep in the Northern Territory to put a range of new products through their paces in order to fulfill their promise of 'Australian made and Australian tested'.

Each day comprises of 4-Wheel Driving, Barra fishing and mud crabbing. Every night around the campfire, tales of the day unfold over an espresso or a tasty red and a feed of fresh muddies and barra fillets.

The campfire is also the relaxed boardroom where the team brainstorm ideas for new designs and modifications. Coming from all different departments and areas of the business, for some it is their first opportunity to get hands on with the Rhino-Rack products in the tough environment they are built for, leading to new product ideas that Richard is pushing to be released within the near future.

The staff also get a chance to see their work in action, taking the product from ideation all the way to the outback to put the Rhino-Rack range to the test.

However, Rhino-Rack are not only about catering to those who love getting amongst the outback. If you were looking to take advantage of the winter months and carve some powder, Rhino-Rack can accommodate with their large selection of ski and snowboard carriers.

This winter range was so successful that Rhino-Rack and Uber ended up plenty of gear to haul, but are visiting Salt Lake City without their own transport.



Rhino-Rack is an Australian manufacturing company that has been operating since 1992 and remains proudly Australian.

Today they operate manufacturing and warehousing departments in Australia, USA and New Zealand. They export to 25 other countries, and have hundreds of fitting outlets across Australia. CEO of Rhino-Rack, Richard Cropley, founded the business with the knowledge that he could build a superior product to the competition that was being flown in from inferior manufacturers.

Now Rhino-Rack roof racks are available in over 30 countries and are celebrated for their simple, ergonomic and reliable designs.

While Australians love to know that they are supporting Australian manufacturing and jobs, the Aussie Spirit is having an even larger impact overseas. To international companies and buyers, the branding of 'Australian Made' is a new benchmark to seek out, and Rhino-Rack's 'tried and tested' philosophy has made them one of the most reputable and sought-after brands in their field.

American shoppers in particular have been highly receptive to Rhino-Rack, with more than \$5 million USD in sales in the last financial year, making it the third most popular brand in the market. Stocked in over 100 physical outlets and almost every online outdoor equipment dealer, Rhino-Rack are moving their American HQ to a new modern facility in Denver that is triple the size of their current warehouses just so they can keep up with demand.

For more information or find out where you can get your Rhino-Racks and accessories fitted, visit the website <http://www.rhinorack.com.au/>

UberSki drivers offer their clients the ability to transport skis, snowboards and other gear thanks to freshly fitted Rhino-Rack Ski & Snowboard Carriers, base rack systems and cargo boxes, all over Salt Lake City. An initial fleet of 40+ vehicles have been fitted with Rhino-Rack products, with the number likely to increase with demand.

UberSki works just like any other Uber mode. Simply open the Uber app, and tap the Uber Ski icon at the bottom of the screen to request a vehicle equipped with Rhino-Racks and accessories. Currently, UberSki is available exclusively in Salt Lake City but if the new service is well received, mountains across the globe could be set to benefit from the partnership.

If you're not a big fan of winter sports, the Rhino-Rack Heavy Duty range of roof racks is designed for tradies and 4WD enthusiasts.

Able to carry commercial gear such as ladders, conduits & timber, the Heavy Duty range of roof racks is for the man/woman who takes transporting their gear seriously. This is due to their heavy load carrying capacity and massive range of compatible 4WD accessories including Trays, Shovel holders and Jerry Can holders - just to name a few.

Aside from the massive range of carriers and accessories, Rhino-Rack also supply a great range of camping products. Their range includes awnings that mount to your vehicle, and tents that attach to the awnings, camping chairs & beds, LED lighting kits and a variety of other accessories.





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