



## HOW TO BECOME A DEALER?



## WELCOME TO THE DYNALI HELICOPTER COMPANY

We are pleased with your application to become a dealer and a member of the Dynali family. We have been supplying ultralight helicopters to satisfied customers for 20 years. Safety, comfort, performance, ease of operation & maintenance always come first.

We would like to offer you the opportunity, after a conversation and research, to be part of this family and together with you, to deliver high-quality, modern, safe and fully operational ultralight helicopters to customers all over the world.

Dynali sets the bar high. All Dynali employees are fully aware of the Dynali vision and fully ready to achieve this new mission with you.

#WeAreDynali



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## WHO IS DYNALI?

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Dynali Helicopter Company is the manufacturer of the H3 Sport ultralight helicopter and utility helicopter platforms.

Dynali offers its products, solutions and services through two sales divisions:

- › Division Sport Helicopter (Dealer network)
- › Division Aerial Solutions (Dealer Network / Corporate sales)

The workshop facilities are located in Thines (30 km South of Brussels, Belgium) and the 4000 sqm plant is large enough to produce 6 helicopters per month.

A major part of the team is dedicated to the production and assembly while a team of engineers are continuously working on the research and development, making Dynali helicopters the best selling ultralight helicopters on the market.

With Dynali Helicopter Company, the greatest care is given to each customer, always considered as being a close member of the family.





## THE HISTORY OF DYNALI

In the early 80's, the company was just called Dynali ("helicopter" being added to the name later). At that time, Dynali sold more than 1000 Chickinox ultralight fixed-wing aircraft.

But by the beginning of the new millennium, the arrival in the market of new ultralight aircraft built in carbon fiber with innovative designs, brought the first generation of ultralight airplanes to an end. Dynali was actually searching for another challenge.

Thanks to a new shareholder, who injected new capital into the company and provided it with the means to spend several years in research and development, Dynali designed its first ultralight helicopter.

Helicopters present design difficulties out of all proportion with those presented by airplanes. Even though the concept of the helicopter can be traced back to Leonardo da Vinci, the first practical helicopters did not take to the air until 40 years after the first fixed wing aircraft. The challenge for Dynali was to design a reliable and efficient helicopter that is easy to use, easy to maintain and with an attractive cost of ownership.

As of 2011, with the introduction of the ultralight category of helicopters, Dynali was among the first to enter this market with the H3 which is now in series production and flying on the seven continents.

The current H3 Sport in its latest version, is a two-seater side-by-side helicopter powered by Dynali Motors engine, modified and adapted to the helicopter, by the Dynali engineers. It has been designed around three main words: quality, safety, simplicity.

In 2021, Dynali has created a new Aerial Solutions Division. Within this new division, we provide utility helicopters and unmanned aircraft based on our helicopter platforms and our customer requirements. Dynali is the only company to provide tailor-made lightweight platforms with a payload of 230 kg.



## OUR VISION

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### **A story of growth driven by a passionate team in a growing market!**

After 15 years of selling ultralight helicopters to private leisure pilots, Dynali has started a new high-technology department of Unmanned Aerial Solutions helicopters in addition to its Sport department. A new challenge, but the same team, the same commitment and a lot of experience and know-how.

We do this in accordance with our Mission, our Values and our Passion, and we want our dealers to take part in this way of conducting our business.

Our vision simply states as: Offering the pleasure and success of operating a helicopter for everyone.

Dynali wants to offer the pleasure of flying accessible to everyone. Dynali provides professional, rugged and affordable helicopters or helicopter UAV platforms manufactured and delivered with the greatest care, all over the world.



## OUR MISSION: WHERE ARE WE MAKING A DIFFERENCE?

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We are making a difference by offering an affordable ultralight helicopter with modern technology, safe and reliable design, state of the art engine and avionics and incredible aerodynamical performance, in order to give everyone the pleasure of flying and owning a helicopter.

Our team is highly qualified, reactive, passionate, always ready to help, to think out of the box and really puts the focus on the commercial and technical service provided to each customer.



## OUR VALUES: SATISFIED CUSTOMERS, SUCCESSFUL PARTNERSHIP

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### › Quality

We maintain the level of our services at the highest level, without compromise.

### › Sustainability

We build a lasting cooperative relationship with each client, based on discretion and mutual respect. Our sincere commitment creates a strong bond.

### › Confidentiality

Your helicopter is your business, we always treat your information with complete confidence.

### › Flexibility

We take into account the specific needs of each client and adapt our services available to them.

### › Transparency

We always remain open and honest in our communication, we conclude fair agreements and we stick to it.



## OUR MINDSET: ENTHUSIASM, OPTIMISM & PASSION

All our employees are available to give 100% for our customers & dealers, their products and their business. We are a motivated team of 30 people, each with their own skills, who contribute to an attractive, safe, reliable and professional helicopter product or solution.





## WHAT REQUIREMENTS DO WE SET FOR A DEALER?

At Dynali, we believe that a local presence of a partner, skilled both technically as commercially, is the success of our company.

Dynali has a one dealer / distributor strict policy, meaning that only 1 partner can be master dealer / importer for a country.

This policy enables Dynali to support that partner 100%, and gives that partner the freedom of organizing the Dynali activities on his territory.

Because of their complex technology, our products and solutions can not be sold as fast-moving consumer goods.

Selling and servicing our products requires important skills such as:

- › Being able to organize sales & marketing in your native language
- › Being able to service and support the helicopter and its maintenance
- › Being able to train your customers (schooling), organize demo flight (owning a demo helicopter) and maintain an excellent relation with them.

We offer our dealer / distributors the following:

- › 15% discount on the official list prices
- › Marketing & technical support on fair trades, demo's, open door events, etc (Dynali Staff, test pilots, helicopters)
- › A on-line dealer customer platform (<https://dynali.support>)
- › A open line to our sales, marketing, production and service department

If you apply for dealer / distributorship, we would like to invite you to complete the compliance matrix below.

Based on this matrix and the dealer / distributor request sheet at the end of this document, our sales department will contact you shortly for evaluation and intake discussion.

Thank you for your interest in our products, our solutions, our team and above all our company!



**Dealer admittance compliance matrix:**  
(please check left column)

	Your company is already owner of a demo helicopter model H3
	Your company has a flying school
	Your company only wants to sell Dynali products and solutions
	Your company has a full-time mechanic on site
	Your company organizes regular ground & flight training for students
	Your company is located at or near to a airfield
	Your company agrees to work with the Dynali dealer system for CRM and sales
	Your company is active on social media
	Your company has a dedicated website or part of your website to Dynali
	Your company participates (or is ready to) in expo's and trade shows
	Your company has a Facebook page & Linked In page
	Your company has an excellent after sales service
	Your company is willing to get trained an certified at Dynali HQ
	Your company has a sales department able to make sales quotations
	Your company agrees to own a basic list of spare parts
	Your company has a FTE test pilot
	Your company acts as a member of the Dynali family
	Your company takes care of certification regulations in your territory assisted by the Dynali HQ team
	Your company is willing to translate technical and sales documents in your local language
	Your company is willing to share photos and movies with the Dynali Marketing team
	Your company is willing to publish articles in your local magazines
	Your company is willing to participate to the yearly Dynali dealer day(s)



## DEALER APPLICATION FORM

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Dealer / company:

Contact:

Phone / Mobile:

E-mail address:

Company website:



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