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Subject: Highfield Boats Announces New Models, Sales Increases, at Dealer Meeting

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FOR IMMEDIATE RELEASE

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Highfield Boats USA Shares Impressive Sales Results, Unveils New Models and Honors Top Dealers at First Dealer Meeting

Canton, GA – August 27, 2019 – [Highfield Boats](#), the world's largest manufacturer of aluminum-hull rigid inflatable boats (RIBs), held its first U.S. dealer meeting on August 13-15 in Holland, Michigan. More than 80 percent of its sales distribution network was in attendance. During the event, the company shared news of its recent double-digit sales increases with its dealers.

"Highfield USA sales grew 50 percent last year and our business has doubled in the past two years," said Tom Watson, general manager, Highfield Boats USA. "Very exciting for us."

Julien Carussi, general manager of parent company Highfield Boats, based in Weihai, China, reported that overall company sales had increased 33 percent over the past 12 months.

Highfield Boats executives outlined the company's global progress, factory growth and expansion plans, including an increased focus on console boats. The dealer meeting showcased new models in the Classic, Classic Deluxe, and Deluxe series, and dealers had the chance to sea-trial seven of the totally redesigned 2020 Deluxe series RIBs.

New 2020 Models



The new Highfield CL360DL

The new 2020 Deluxe models range from 11 to 15 feet in length. All feature a proven design that includes a lightweight aluminum hull made of premium marine grade materials.

Like all Highfield RIBs, these new deluxe models are tough and reliable, offer a smooth and efficient, dry ride and come with an impressive array of standard features, including:

- Orea® by Pennel & Flip hypalon tube fabric (Velmex PVC optional)
- Flush-mount non-return valves
- High-tensile chromated & powder-coated aluminum hull
- Lockable bow locker
- Self-draining deck
- Integrated transom supports
- Console and integrated rear seat with cushion
- Lifting points and towing eyes
- Heavy-duty rubbing strake
- And much more.

Look for these new models on display this fall at the [Annapolis Boat Shows](#), Oct. 3-6 and 10-14 and the [Fort Lauderdale International Boat Show](#), Oct. 10-Nov. 3, 2019.



Dealer Awards

During the event, Highfield Boats USA recognized eight of its dealers for their outstanding sales results in 2019. “Our dealers are some of the best in the country,” said Watson. “Highfield’s incredible success and growth since its founding in 2011 has been a direct result of their drive, energy and belief in the Highfield brand. We were proud to recognize eight of them during our meeting.”

The dealer award winners were:

- *Top Dealer of the Year* - Nautical Ventures
- *Admiral’s Club Award: Outstanding Sales Achievement (more than \$200,000)* – Monahan’s Marine Inc., Coral Gables Yachts, Tradewind Inflatables, Maritime Solutions, Annapolis Inflatables, Waypoint Marine Group
- *Most Improved Sales* - Sandy Hook Yacht Sales
- *President’s Award (Highest Sales for the Past 5 Years)* – Monahan’s Marine Inc.
- *Patriarch Award recognizing his leadership in founding the Highfield brand in North America* - Domenico Fossati.

About Highfield Boats

Highfield Boats has become the world’s number one aluminum-hulled RIB manufacturer. Established in 2011, Highfield Boats has developed into worldwide boat builder with a complete line of rigid-inflatable hull boats (RIBs). Highfield now offers small tenders up to a full line of heavy-duty RIBs at home on any ocean. With dealers and distributors in 38 countries, Highfield Boats has become the top choice worldwide for families, yacht clubs, even international mariners.

Highfield rigid hull inflatable boats (RIBs), featuring exclusive powder-coated aluminum hulls, can trace their design heritage to the Australian line of Swift Boats. Developed to handle the tough conditions found along the Great Barrier Reef, Swift rigid-hull inflatable boats are renowned for their durability and performance.

Highfield’s state-of-the-art production facility is located in [Weihai, China](#). Under European management, the facility covers more than 100,000 square feet, employs 200 staff and has adopted the latest technologies available to guarantee production of the finest RIBs money can buy.

For more information about Highfield Boats, please visit www.highfieldboats.com.

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