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Aluminum RIB Builder Highfield Boats Names Three New Dealers: Erie Marine, Datrex and Defender Industries

CANTON, GA – January 12, 2021 – Highfield Boats, the world’s leading manufacturer of aluminum rigid inflatable boats (RIBS) and tenders, announced that it has added three new boat dealers to its U.S. sales network: Erie Marine in Marblehead, Ohio; Datrex, Inc. in Seattle, Wash., and Defender Industries in Waterford, Conn.

“Highfield Boats has experienced record-setting sales growth in the U.S. market in 2020, even outpacing the aggressive growth target we set over the previous year,” said Tom Watson, general manager, Highfield USA. “We are delighted to welcome these three outstanding dealers aboard to help support the Highfield brand’s continuing rapid expansion.”

Located on Lake Erie, not far from popular Great Lakes boating destination Put-In-Bay, **Erie Marine** specializes in boat lifts, docks and inflatables (www.eriemarine.com). Its sales team draws from a wealth of experience in selling and servicing inflatable boats. A family-owned company, Erie Marine continually expands its product lines, seeking out the most innovative and applicable products for the diverse and continuously changing Lake Erie shoreline. It strives to provide premium products and deliver outstanding customer service.

Erie Marine now offers the full line of Highfield Boats, including the Roll Up, Ultralite, Classic, Patrol and new Sport series.

Datrex, Inc. is a service and distribution center for a full range of maritime safety products including life rafts, lifejackets, immersion suits, and EPIRBs (www.datrex.com). Datrex’s Seattle Office is now expanding its product range to include Highfield inflatable boats. The dealership serves the U.S. Pacific Northwest and is strategically located in Seattle, delivering clients fast, accurate shipments by land, sea and air.

Datrex Seattle now offers the full line of Highfield Boats, including the Ultralite, Classic, Patrol and new Sport series.

Family-owned and -operated for over 83 years, **Defender Industries** is an outfitter and supplier of quality boating equipment, supplies, accessories, apparel, and inflatable boats for serious boaters worldwide. It is recognized as being the largest inflatable boat dealer in the U.S.A. Defender also is one of few authorized full-line dealers for Honda, Mercury, Tohatsu, Torqeedo

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and Yamaha outboard engines. The Defender Warehouse Outlet store, located at the company's headquarters in Waterford, serves the Northeastern U.S., and the company also offers products for sales online at www.defender.com.

Defender Industries now represents Highfield Boats' Roll Up series, ranging from 6' 7" to 10' 6" with a choice of air mat or aluminum flooring, and its Ultralite series of lightweight yet strong RIBs from 7'10" to 11' 1". Both lines offer perfect tender solutions for a wide variety of boats.

"We are very happy to be able to offer our customers these portable Highfield models," said Stephan Lance, president, Defender Industries. The Highfield Roll Ups with their unique aluminum transoms and the Ultralites with their durable and lightweight full aluminum hulls, along with Highfield's commitment to quality, are what our customers are looking for. We are excited to join the Highfield network."

About Highfield Boats

Highfield Boats has become the world's number one aluminum-hulled RIB manufacturer. Established in 2011, Highfield Boats has developed into a worldwide boat builder with a complete line of rigid-inflatable hull boats (RIBs). Highfield now offers a complete lineup of tenders from 6 ½ to 28 feet, including 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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