

Highfield Boats USA Names Four New Dealers, Reports Record Sales for First Half of 2020

CANTON, GA – June 23, 2020 – [Highfield Boats](#), the world's leading manufacturer of aluminum RIBS and tenders, is pleased to announce the appointment of four new dealer representatives serving boaters in South Carolina, Georgia, Kentucky, and Alaska. This major expansion of the Highfield USA dealer network has been prompted by growing demand for Highfield's high-quality RIBs ranging from 6 ½ to 28 feet, resulting in record U.S. sales for the first half of 2020.

“Highfield USA's sales for the first and second quarter of 2020 saw a 9 percent increase over the same period in 2019,” said Tom Watson, general manager. “Last year, Highfield made a significant investment in developing and expanding our line of aluminum RIB models, including introducing the popular new Deluxe RIB series. The increased sales we have been seeing in the U.S. market this year demonstrate this investment in our product line has paid off.”

The new Highfield Boats dealers include:

- Bourbon City Yacht Tenders, Louisville, Kentucky
- Air-Sea Safety & Survival, Charleston, South Carolina
- River Services, Inc., Thunderbolt, Georgia
- Bear Mountain Outfitters, Chugiak, Alaska.

“I learned about Highfield boats when I was doing the Great Loop. For me it's the perfect tender so I really wanted to be involved.” – Dustin Kidd, Bourbon City Yacht Tenders

“We are delighted to be working with Highfield Boats. The quality of the product plus our great customer service is a winning combination.” – Steve Harvey, Air-Sea Safety & Survival

“We are happy to be offering the Highfield lineup. It's a great company and Highfield RIBS are a perfect fit for many of our customers.” – Spicey Lyons, River Services

“We are very pleased to be working with Highfield Marine.... Alaskans love the outdoors and Highfield brings a level of quality and safety that our customers can appreciate.” – Mike Beller, Bear Mountain Outfitters

“We are delighted to welcome these new dealers, who bring years of expertise in their local RIB and tender markets along with outstanding customer service, to the Highfield Boats brand,” said Watson. “We are continuing to expand our dealer network and are looking to add more high-caliber dealers to it in the near future.”

To contact these Highfield Boats dealers and locate others throughout the world, please visit: <https://www.highfieldboats.com/dealers-locator/>.

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.