

Highfield Boats Names Christophe Lavigne President of Highfield USA

ATLANTA, GA – MAY 11, 2022 – [Highfield Boats](#), the world's #1 manufacturer of aluminum-hull rigid inflatable boats (RIBs) and a global leader in its market segment, is pleased to announce the appointment of Christophe Lavigne as president of [Highfield USA](#).

With over 25 years of experience in the boating industry, Lavigne has led several U.S. brands and also has worked for global leaders in the U.S., Europe and Canada.

"Highfield's plan is to accelerate its international development. We are very pleased to welcome Christophe in our executive team. His international experience, engineering, operations and management skills combined with a strong culture fit will greatly contribute to fulfill Highfield's ambitious vision and expansion plans," said Julien Carussi, CEO of Highfield Boats.

"Joining the Highfield team is an exciting endeavor. With a strong commitment to develop the brand and our operations in North America, I look forward to working with dealers and partners, and many actors of our industry," Lavigne said. "I am also thrilled to be part of the ever-growing Highfield family of owners."

"We are confident Christophe will bring passion and expertise to Highfield, and I wish him and the U.S. team great success," Carussi said.

For all media inquiries, please contact Michael Carroll at michael.carroll@highfieldusa.com or call: +1-705-606-2923.

About Highfield Boats

Highfield Boats is the world's leading aluminum-hulled RIB manufacturer. Established in 2011, Highfield Boats has grown into a worldwide boat builder with a complete line of rigid-inflatable hull boats (RIBs) from 6' 7" to 29'11", including tenders and heavy-duty RIBs at home on any ocean.

With dealers and distributors in 46 countries, Highfield Boats has become the top choice worldwide for families, international mariners and yacht clubs. Highfield rigid hull inflatable boats (RIBs), featuring exclusive powder-coated aluminum hulls, originally were developed to handle the tough conditions found along Australia's Great Barrier Reef. Today, Highfield's state-of-the-art production facility is located in Weihai, China. Under

European management, the facility covers more than 280,000 square feet, employs over 350 staff, and has adopted the latest technologies available to guarantee production of the world's finest RIBs. Between 2011 and the end of 2021, Highfield Boats produced over 38,000 RIBs. For more information about Highfield Boats, please visit <https://highfieldnorthamerica.com>.

