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Highfield Boats USA Opens New 50,000-sq.ft. Warehouse and Rigging Facility in Michigan To Support North American Dealers

Cadillac, MI – JUNE 15, 2023 – [Highfield Boats](#), the world's leading manufacturer of aluminum-hull Rigid Inflatable Boats (RIBs), is delighted to announce the opening of its new 50,000-sq.ft. warehouse and rigging facility in Cadillac, Michigan. This state-of-the-art, strategically located facility will enable Highfield Boats USA to efficiently deliver turn-key RIBs to its dealer partners and customers across North America. The facility is already operational, and deliveries are set to commence this month.



The new Highfield Boats facility in Cadillac, Michigan

"We are thrilled to take advantage of this opportunity to open a centrally located U.S. facility," said Christophe Lavigne, president of Highfield Boats USA. "Our large-boat business in North America has been growing rapidly, and this substantial investment in real estate, personnel, and equipment is a testament to our commitment to supporting that growth. In 2022 and 2023, sales of our large units (boats over 20 feet) have more than quadrupled and this expansion is dedicated to supporting and expanding on this success. We have assembled a team of industry veterans with

over 200 years of combined experience in the marine business to staff the facility and drive this initiative forward."

Highfield Boats USA has proudly welcomed the following key hires to its team:



Melinda Rush

Supply Chain Management



Tom Mcleod

Rigging and Assembly
Manager



Josh Davis

Boat Rigger

In addition to this expansion, Highfield Boats recently has formed partnerships with a boat trailer supplier, specialized transportation service and two major wholesale lenders, empowering it to offer enhanced finance programs and financial support to its dealers and partners.



For the upcoming 2024 model year, Highfield is excited to introduce a series of innovative new models. This includes an expanded line of Sport RIBS and the launch of an exciting new series of electric boats.

“Highfield Boats, in collaboration with our partners, is fully committed to providing unparalleled support to our dealer network, customers, and expanding our presence throughout North America. We are excited to invite our dealers, partners and the press for a grand opening event, ‘Dare to Dream Big’, in Cadillac in September,” Lavigne said.



DARE TO DREAM BIG!

Join us for the
**Highfield Boats 2023
North American
Dealer Meeting**

**You are cordially invited to the
2023 Dealer Meeting**
Let's explore the future together, our
continued partnership and the endless
possibilities to grow sales in large RIBs!

WHERE: Cadillac, MI
WHEN: September 11-13
AIRPORT: Grand Rapids
or Traverse City are closest
By June 15th. Please let us
know what nights you will
be staying, how many
rooms you need and the
name of the guests.

RSVP:

HIGHFIELD
dare to explore

For more information and to RSVP, contact: Michael Carroll, marketing director, Highfield Boats USA, at michael.carroll@highfieldusa.com.

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' to 30', including tenders and heavy-duty RIBs at home on any ocean. Highfield rigid hull inflatable boats (RIBs), featuring exclusive high-tensile, powder-coated aluminum hulls. With dealers and distributors in 46 countries, Highfield Boats has become the top choice worldwide for families, international mariners and yacht clubs. Highfield's state-of-the-art production facility is located in Asia. Under European management, the facility covers more than 280,000 square feet, employs over 450 staff, and has adopted the latest technologies available to guarantee production of the world's finest RIBs. To date, Highfield Boats has sold more than 50,000 RIBs. For more information about Highfield Boats, please visit <https://highfieldnorthamerica.com>.

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