

FOR IMMEDIATE RELEASE

Highfield Boats USA, Leading RIB Supplier in North America, Announces Two New Additions to Its Sales Staff

CADILLAC, MI – DECEMBER 7, 2023 – Highfield Boats, the world's largest builder of aluminum-hull rigid inflatable boats (RIBs) and the leading supplier of RIBs in North America, is delighted to announce two new additions to its growing North American sales and marketing team: Emma Rigby and Jean-Côme Mazière.

Emma Rigby, Regional Sales Manager, brings over seven years of experience from her tenure with a renowned global leader in motoryachts and sailboats to Highfield Boats USA. Growing up in an international family, she spent her childhood sailing across Canada, Europe, and the United States. Her deep-rooted passion for boating, coupled with her extensive sales administration and representation background, make her a valuable asset to the Highfield Boats team. Emma primarily will be focused on supporting the Highfield Boats USA dealer network along the East Coast.

Jean-Côme Mazière, Regional Sales Manager for Highfield Boats USA, comes to the company with several years of experience in the U.S. boating industry, concentrating on OEM support and brand development. As a mechanical engineer, he brings a robust technical background and a methodical, organized approach to his work. Jean-Côme will oversee a select group of dealers within the Highfield community and actively participate in developing new initiatives in the RIB segment, including the recently launched Nuova Jolly North America, for which he also serves as Vice President of Sales & Marketing.

"I am thrilled to introduce our two newest members of the Highfield USA sales team. Together, alongside the rest of our dedicated Highfield team, they will be driving the continued growth of Highfield Boats in the North American market. In addition to their marine industry experience and expertise, Emma and Jean-Côme both are fluent in multiple languages, including English, Spanish, Portuguese, and French, ensuring they can provide excellent service and support to all our customers," said Highfield Boats USA President Christophe Lavigne.

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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) featuring exclusive high-tensile, powder-coated aluminum hulls from 6' to 30', 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's state-of-the-art production facility is located in Weihai, China. In 2023, Highfield Boats USA opened a new Rigging & Distribution facility in Cadillac, Mich. For more information about Highfield Boats, please visit <https://highfieldnorthamerica.com>.

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