



PRESS INFORMATION

Date: 18th November 2024

**Steve Harrison becomes
Global Product Manager for Highfield Boats**



Steve Harrison steps up to the new role of Global Product Manager at Highfield Boats as the company is set to significantly accelerate its future product development efforts.

Steve, working closely with the existing Highfield team, will implement both structure and strategy to drive this ambitious initiative forward. Steve has over 25 years of marine trade experience and has been with Highfield Boats since its inception. His market and product knowledge, along with his intimate understanding of the core values of the Highfield brand, make him the ideal candidate to meet the changing needs of the evolving marine market.

“I am very excited to be at the forefront of the next phase of development for the Highfield brand, comments Steve Harrison. “It is exciting to think that despite the

success we have achieved already, we are only at the beginning of our journey.”

Julien Carussi, CEO of Highfield Boats, says “Steve’s experience and passion make him an ideal fit for this role. I am confident that, under his leadership, the company will continue to advance, delivering innovative and exciting products.”

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For further information please contact:

Highfield Boats information:

Steve Harrison

Global Product Manager

+44 (0)7375 871598

steve.harrison@highfieldeurope.com

Media information and images:

Marina Johnson

Wavelength Narratives

+44 (0) 7774 623539

info@wavelengthnarratives.co.uk

Notes to Editors:

In just fourteen years, Highfield Boats has become the world's number one aluminium 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 small tenders from 2.4m, all the way up to a full line of heavy-duty RIBs which will be at home on any ocean. With dealers and distributors in 48 countries and territories, Highfield Boats has become the top choice worldwide for leisure and commercial use.

Highfield rigid hull inflatable boats (RIBs) feature exclusive powder-coated aluminium hulls, whose 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 now covers 26,000 sqm, employs 420 staff and has adopted the latest technologies available to guarantee production of the finest RIBs money can buy. Over 45,000 RIBs have been sold to date by Highfield Boats, which is the only international RIB manufacturer to have its own factory in China - other brands buy from Chinese suppliers.

Highfield Boats have built a reputation as the 'go to' supplier for some of the world's biggest sailing events. The RIB fleets are used for crowd control, escorts to competing yachts, sponsor hospitality and on the water management. The company has partnered the internationally renowned Extreme Sailing Series, the Route du Rhum, and the Vendee Globe, where more than 50 Highfield support RIBs were used during the start line spectacle in the last edition.

www.highfieldboats.com
