

## FOR IMMEDIATE RELEASE

### **Highfield Boats USA Announces Four New Dealer Partners**

*U.S. Dealer Network for Highfield RIBS Now Stretches from Maine to Hawaii*

**CADILLAC, MI – April 30, 2025 –** [Highfield Boats USA](#), the leading supplier of rigid inflatable boats (RIBs) in America, announces it has added four new dealer partners to its U.S. sales network for Highfield RIBs. They include Boater's Choice and Keenan Marina in Michigan, and Reliable Marine and Riddle Marine in Hawaii.

“Despite the fact that the U.S. boating industry has been facing extremely tough challenges recently, Highfield Boats is not slowing down. We are proud to have added these four new dealer partners in key markets and are continuing to grow our dealer network, both in numbers and geographically, throughout America,” said Highfield Boats USA President Christophe Lavigne.



Highfield Sport 800 providing surfers support

The two new dealer/partners in Hawaii are testament to Highfield RIBs' rugged construction, stability and seaworthiness in rough water.

[Reliable Marine Hawaii](#) has been a trusted name in mobile boat repair and marine services in O'ahu for over a decade. It operates out of a large sales and service facility in Waialua on the island's North Shore. Reliable Marine is just five minutes from Haleiwa Harbor, where the shop provides sea trials for customers.

"This partnership marks an exciting chapter, combining Reliable Marine Hawaii's expertise in mechanical and electrical services with Highfield's innovative aluminum- and fiberglass-hull RIB tenders and sport boats. Together with Highfield USA, we aim to enhance the boating experience while continuing our commitment to the community we call home," said Dawn Williams of Reliable Marine Hawaii.

[Riddle Marine](#) was founded in 2011 in Kailua-Kona on the Big Island of Hawaii as a builder of small boats crafted for use in local waters. Over the years, it has expanded into a large marine service and repair operation, as well as opening a

marine retail store. Riddle Marine's service techs hold outboard service certifications for Mercury, MerCruiser, Suzuki and Volvo Penta marine engines.



Highfield Sport 560

[Keenan Marina](#) provides a full range of marine services to Michigan boaters, including new boat sales from pontoons to yachts, brokerage, service & repair, marina slips, storage, and fuel docks. It operates four locations in Michigan, including two in Harrison Township, one in Spring Lake and one in Whitehall.

"Everyone in our organization who owns a tender owns a Highfield. We've been loyal customers for years, so when the opportunity came up to be a dealer, we jumped on it. Being a lifetime boater, I've been on every RIB brand in the U.S. market, and nothing compares to the ride, quality, and value of a Highfield!" said Rob Lott, Keenan Marina sales & service manager. "With two on-water locations, we service homes on the lake where they will be primary vessels and smaller tenders for yachts in the marina."

[Boater's Choice](#) operates with the mission statement of making boating accessible to all. Located in Brooklyn, Mich., the dealership offers new and brokerage boats, including ski boats, wakesurf boats, pontoons and RIBS, as well as providing boat and engine service and repair, winterization and detailing. The Boater's Choice Pro Shop has everything water sports enthusiasts need to enjoy a day on the lake.

Lavigne concluded, "These four dealers each serve a large customer base of highly active and adventurous boaters. We look forward to providing their customers with the ultimate boat in which to Dare to Explore."

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