



FOR IMMEDIATE RELEASE

## Highfield Boats Heads into its 2026 Dealer Meeting with New Dealers in Minnesota and New Jersey and New Opportunities to Add Dealers in Other Regions

**CADILLAC, MI – AUGUST 19 2025** – [Highfield Boats](#), the leading Rigid Inflatable Boat (RIB) brand in the U.S., is heading to its 2026 Highfield Dealer/Media Days event on September 9-10 in Cadillac, Michigan, with 31% market share among its competitive set domestically. Highfield Boats is actively expanding both its product line, including a 2026 Made-in-the-USA RIB series set to debut at the event, and its dealer network. Among the 150 attendees scheduled for the Dealer/Media Days are two new Highfield Boats dealer partners: Erickson Marine in Minnesota and Hoffman's Marina in New Jersey.

[Erickson Marine](#) has two locations, in Hastings and Tonka Bay, Minnesota, serving the boating community in the Minneapolis/St. Paul metro area. Celebrating 50 years in the business, Erickson offers quality boat sales, service and storage, and is committed to summer family fun.

"We are excited to have the full Highfield Boats line. We like the quality, and we think their new models, including the jet boats, will enhance our business. Our customers boat on lakes and rivers, and with Highfield bringing out bigger models, we think there is a growth potential for RIBS as primary boats as well as tenders," said Jon Erickson, president & owner, Erickson Marine.

[Hoffman's Marina](#) in Brielle, New Jersey, in the heart of the Jersey Shore, offers a complete menu of boat service, maintenance, parts, berthage and winter storage, covering the life cycle of its customers' boats. Hoffman's Marina is situated a half mile inside Manasquan Inlet with easy access to the Intracoastal Waterway. The Highfield RIB range provides the robust construction, durability, safety and performance needed to support a wide range of boating adventures in Hoffman's local waters.

"We're very happy to welcome both Hoffman's and Erikson into the Highfield USA family. These are strong, reputable dealerships that share our values of customer care and passion for the water. Their arrival strengthens our presence in two important regions: Minnesota represents the growth of our brand in the Midwest, a relatively new market for RIBs, while New Jersey reinforces our solid position in the Northeast – a region traditionally more familiar with RIB culture," said Christophe Lavigne, president of Highfield Boats USA.



Highfield Adv7

Highfield will have the following new 2025 and 2026 models on the water during its Dealer/Media Days in September:

- **ADV7 crossover RIB**, which debuted at this year's Miami International Boat Show
- **Rotax-powered Velox 560 Jet** – also premiered at 2025 MIBS
- **Highfield Sport 660 w/FLUX electric outboard power**
- **Patrol 540 commercial RIB** w/aluminum hull welded in the U.S.
- ***PLUS: Two all-new, U.S.-built 2026 Highfield RIB models designed for families that Dare to Explore.***

“Expanding our family-oriented sportboat and jet series is at the heart of our strategy for 2026. Hoffman and Erikson are perfectly positioned to introduce more families to the fun, safe, and versatile experience that RIBs offer,” Lavigne said.

He added that Highfield Boats' growth strategy includes continuing to expand its U.S. dealer network. “Even with our current momentum, states like Tennessee, Indiana, Missouri, Louisiana, and Georgia remain open territories for us. We're actively looking

for customer-service-oriented dealer partners who share our passion and want to bring Highfield Boats to their communities,” he said.

**For more information, contact Michael Carroll at [michael.carroll@highfieldusa.com](mailto:michael.carroll@highfieldusa.com).**