

## **FOR IMMEDIATE RELEASE**

### **BRIG USA Expands Dealer Network With Addition of True North Yacht Sales and Service in Ohio**

November 25, 2025- BRIG USA announced the continued growth of its dealer network with the addition of True North Yacht Sales and Service, a trusted full service marine operation located in Sandusky, Ohio. The partnership strengthens BRIG's presence in the Great Lakes region and brings the brand's premium rigid inflatable boats closer to customers throughout the Midwest.

True North Yacht Sales and Service offers sales, service, storage, and marina amenities with a long standing reputation for exceptional client support. Their team will represent the full range of BRIG models and will serve as a dedicated resource for recreational boaters as well as yacht owners seeking high quality tenders.

"Our growth throughout the United States is a direct reflection of strong consumer demand for BRIG design, performance, and craftsmanship," said Carl Herndon, President of BRIG USA. "True North Yacht Sales and Service aligns perfectly with our commitment to premium service and an elevated ownership experience. We are proud to welcome them to the BRIG network."

The new partnership allows boaters in Ohio and surrounding states to experience BRIG models in person and receive localized support for sales, delivery, and service.

For more information on BRIG USA or to locate a dealer, visit [www.brigusa.com](http://www.brigusa.com).

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