



FOR IMMEDIATE RELEASE

Highfield Boats Announces New Dealer Partners in the U.S., Panama and Brazil

CADILLAC, MI – April 30, 2026 – [Highfield Boats](#), America’s leading Rigid Inflatable Boat (RIB) brand, is proud to announce that Lake Life Marine in South Carolina; SUMINAPA in Panama, and CL Group in Brazil are now Highfield Dealer/Partners. These appointments are part of Highfield Boats’ ongoing brand expansion throughout the U.S., Central and South America.

“Highfield Boats has been the U.S. market leader in the RIB category for more than three years, and we’ve continued to gain market share through the first months of 2026, highlighted by a successful Miami International Boat Show where we debuted three new models. With the launch of our family-friendly Escape and ADV series – including the all-new cabin crossover ADV9 – we are now offering Americans a wide range of RIBS designed to be safe, high-value primary boats, as well as tenders,” said Highfield USA President Christophe Lavigne. “Now, we are expanding the Highfield brand into Central and South America with the help of our new strategic partners in Panama and Brazil,” he continued.



New Dealer/Partners

Lake Life Marine, at Shealy's Landing on Lake Murray in Irmo, S.C is a full-service boating hub offering boat and engine sales, maintenance and repairs, slip rentals and dry storage. The company also operates a Carefree Boat Club franchise on the lake.

"We are excited to carry Highfield both as a new boat dealership with Lake Life Marine and also to put a few in our Carefree fleet. The quality of the Highfield is unmatched and the ride is both smooth and exciting! It works great for Lake Murray with 65,000 acres of water and the desire to go in both big water and calm shallow coves. And finally, they are REALLY SEXY BOATS!!!!" said Matt Lyons, co-owner, Lake Life Marine.

SUMINAPA (an acronym for Suministros Náuticos Panamá S.A.), on the Caribbean Sea in Colón, Panama, offers a wide range of marine equipment, parts, and services. The company serves both recreational and commercial customers and has

a strong foothold in the local boating industry. Originally from Spain, the owners are avid sailors, bringing an in-depth industry knowledge to the business.

“The motto of our company, SUMINAPA, is ‘From Sailors to Sailors’, and this is our company’s mission. From our perspective as sailors, we seek what we believe the entire community desires: high-quality products, built to withstand the harshness of the sea and the sun, with a design tailored to our needs and tastes – are almost always very demanding – and at a fair price. That is why we chose Highfield Boats, as it embodies everything we seek for ourselves and for our customers,” said José A. Aleixandre, manager, SUMINAPA.

CL Barcos, part of the CL Group in Rio de Janeiro, Brazil, is a boat dealership specializing in high-end leisure boats, representing internationally recognized sailing yacht brands – and now Highfield Boats. CL Barcos has built a large and well-established network within the Brazilian sailing community, and more recently has branched out to serve customers on the powerboat side as well.

“At the CL Group, we have worked with RIBs on a daily basis for more than 30 years. We choose to work with the best materials to ensure our products withstand the harsh tropical climate. The unequaled durability and high quality of Highfield Boats provide a real edge to our operations and allows us to guarantee long-term satisfaction for our clients,” said Henri Le Rasle, managing partner, CL Barcos.



Highfield Velox 660

“We welcome these new partners to our growing dealer network and look forward to working with them to promote awareness and enjoyment of Highfield RIBs in their regions,” Lavigne said, adding, “Highfield Boats is still actively seeking new Dealer/Partners in strategic regions in the U.S. – particularly in the jet boat segment – as well as in Central and South America.”

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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 www.highfieldboats.com.



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