



HIGHFIELD
aluminium boats

OUR BRAND STORY

2010

2020





10 years ago...

The Highfield Boats success story dates back to 2010. This 10th year of our operation is a good time to recap through our first decade.

Ten years ago Julien Carussi, our CEO, was Sales Manager, Asia Pacific region, for Pennel & Flipo (ORCA Fabrics). He identified a market for light-weight aluminium tenders and realised that there was an opportunity for a new global player to emerge.

In the spring of 2010 Carussi shared his plan with one of his most trusted contacts in Australia, Scott Wilson. Scott is the owner of Swift Marine. He has 35 years of experience building aluminium RIBs for the leisure and commercial sectors in Australia and was an ideal partner. His technical ability and knowledge is second to none in this sector. A Technology Transfer Agreement was discussed and an agreement made. Australian technology and design would become the foundation for the brand.

In December of 2010 Julien joined a business owned by Wang Jun, a Chinese entrepreneur with experience in inflatable boat manufacturing. This provided the project with an experienced manufacturing base that would be well placed to manufacture volume and support a global network.

In January of 2011 the project was presented to Yves Brintet in France and the first prototypes were built in April of that same year.

The Highfield Boats trade mark was registered by Julien Carussi and Wang Jung in July 2011.

In September 2011, Highfield Boats were exhibited for the first time at The La Rochelle Boat Show by Yves Brintet of Highfield France.



Highfield's identity.

Performance and strength have always been at our core. We have focussed on these two key values above anything else. Our hulls are dry-riding, very seaworthy and always over-built. Our reputation for durability is now world-renowned. Our heavy duty approach to design and build allows our leisure and commercial owners to have the confidence needed to go that extra mile and to tackle conditions avoided by many others.

Sustainability is also a huge part of our DNA. We build all of our hulls and structures in aluminium which is infinitely recyclable. In addition we powder coat in an enclosed area to ensure that our footprint remains low from the beginning of our manufacturing process through to the end of each product's life.

The Highfield Patrol 860 Team RIB
Team HUGO BOSS



Key milestones.

In 2012 the first ever global dealer conference was held at the Highfield Boats factory. This meeting included new importers from UK, Sweden, Australia, Canada and the USA. The Highfield Brand has held an annual dealer conference ever since that inaugural event, moving to full conference facilities to accommodate a distributor network of forty countries.

Highfield has retained a very strong focus on loyalty and has always been keen to push the 'Highfield family' strengths. By all working together we can achieve great things. That loyalty has been reciprocated by the network and to date we have not lost any of our original team.

In 2012 Honda Motor Europe identified a need for a European RIB partner and recognised the quality and ambition of the Highfield brand. Honda has been an incredibly strong and valuable part of our European story and is still our strongest partner today.

With the growing network and increasing sales volume it was clear that the original factory needed to expand. In 2012 a dedicated 10,000sqm facility was build close to the existing factory. This state of the art aluminium RIB-building factory has enabled the Highfield brand to continue to expand its product line. It has also enabled the company to develop larger commercial vessels that are now penetrating the market across the globe.

Highfield Boats took a very early decision to develop partnerships with key brands and events. The first huge step in this process was taken by Yves Brin-tet in France when he secured a large factory supply contract with Lagoon Catamarans in Bordeaux. To date this contract has secured over 1000 hulls from the factory and has paved the way for the Highfield brand to become the supplier of choice for many charter operators, rental fleets and other high end shipyards such as Fountaine Pajot, Outremer and Leopard.



Key milestones (cont.)

2015 saw Highfield chosen as preferred supplier to the Pan Am Games in Canada which then led directly on to one of the key events in the history of the Highfield story, its partnership with the Vendée Globe.

Highfield was chosen to supply a security fleet of fifty large RIBs for the start and finish of iconic race in November of 2016. The factory was tasked to design a new range of boats from scratch to specifically suit the offshore nature of this incredible event and to deliver the entire fleet in under a year. This event also cemented the growing partnership in Europe between Honda and Highfield.

The success of this 2016 event led Highfield to be chosen as support fleet suppliers for the Extreme Sailing Series. A number of IMOCA teams also decided to choose Highfield Boats as their working support RIB.

2018 saw the brand chosen again, this time by OC Sport, to be the support and security partner for the 40th anniversary of The Route Du Rhum. Forty of our offshore RIBs ranging from 6.6 metres up to 8.6 metres were tasked with providing the essential race support required by the organisers.

2018 also saw Highfield Boats chosen in the Adriatic region to support the TP52 racing circuit with a bespoke fleet of twenty large 7.6 and 8.6 metre RIBs, whose task was to work as safety, support and media vessels.

In the same year Highfield Boats became one of top three RIB brands in the UK. This notable achievement in one the most competitive and traditional markets in the world proved just how much trust people are putting in our project and our brand.

The following year Highfield was chosen by the ORC (Offshore Racing Council) racing circuit in Croatia to supply a fleet of twenty large RIBs for this prestigious regatta. Still in 2019 Highfield was chosen by Brest Atlantiques to support the fleet's start and finish security for this first ever transatlantic race for the Ultim Class trimarans.

Highfield's Vendée Globe
support RIB fleet of over 40 boats.



The future.

In 2020 Highfield will be supplying key support again to the Transat in May with fifteen large RIBs, as well as to the Les Voiles de St Tropez, the Barcolana and, proudly again, to The Vendée Globe in November. An incredible total of 100 of Highfield's offshore RIBs from 6.6 metres to 8.6 metres will be operating at these key events in 2020.

The Highfield brand continues to grow from strength to strength and has now delivered over 27,000 RIBs globally since those humble beginnings in 2010. Highfield Boats is now the world's number one in the RIB tender sector and is a global player in the 5 metre plus sector. Highfield has a very clear target, to become number one in the world within the next few years.



Sailing La Vagabonde:
One of Highfield's brand ambassadors.

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www.highfieldboats.com