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## FOR IMMEDIATE RELEASE

### Beneteau Partners with LH-Finance at the Miami Boat Shows

*ANNAPOLIS, MD., January 17, 2017* - Beneteau America announced today the start of a new strategic partnership with LH-Finance, with boat show special retail conditions and the launch of the unique VIP Program LH-Finance developed with partner Active Interest Media (AIM) and the National Marine Manufacturer Association (NMMA) at the 2017 Yachts Miami Beach & Miami International Boat Show / Strictly Sail on Feb. 16-20, 2017.

The new program gives applicants the opportunity to get pre-qualified\* by LH-Finance for marine financing in advance of shopping for a yacht at Yachts Miami Beach & Miami International Boat Show / Strictly Sail. Pre-qualified customers will receive the LH-Finance VIP Card, which entitles them to two free entry tickets to the boat shows, complimentary admission to the Yachts Miami Beach & Miami International Boat Show VIP Lounges, as well as preferred treatment when they visit the booths of participating yacht builders.

Getting pre-qualified is the initial step in the boat loan process. All applicants to the LH-Finance VIP Program need to do is fill in a quick form on the LH-Finance website ([www.lh-finance.com/vip](http://www.lh-finance.com/vip)) and the Credit Department will contact them for a quick review of their financials.

"We are thrilled by this partnership with LH-Finance, an innovative marine lender that offers unique solutions and excited by this unseen VIP program that will certainly appeal to serious customers when they enter the fast lane at our booths in Miami." said Laurent Fabre, President of Beneteau America.

Hervé Bonnet, President and CEO of LH-Finance added, "And for potential clients considering buying a Beneteau but think financing is too complicated a process for them, this might just be the trigger they need to move forward."

*\*Subject to credit approval.*

### **About LH Finance**

LH-Finance, also referred to as L'Hermione Finance, the Marine division of United Bank of Glastonbury, Connecticut (Member FDIC), offers both retail solutions to customers and wholesale financing to dealers and boat manufacturers. With its experienced team dedicated to marine financing based in Baltimore, Maryland, LH Finance is uniquely positioned to provide exceptional customer service through a combination of strong partnerships with premium multinational brands, industry expertise, innovative products and competitive rates. For more information on LH Finance, please visit [www.LH-Finance.com](http://www.LH-Finance.com).

### **About Beneteau**

Beneteau is known worldwide for its sleek design, quality construction and innovation in the manufacturing of seaworthy sail and power yachts. The Beneteau story began 130 years ago when Benjamin Bénéteau started building fishing trawlers in Saint-Gilles-Croix-de-Vie, France. Today, the company continues to thrive under the leadership of Benjamin Bénéteau's granddaughter, Madame Annette Bénéteau-Roux. Beneteau has manufacturing facilities in France, Brazil and the United States.

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