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**FOR IMMEDIATE RELEASE**

## **Lagoon Announces Enhanced Partnership with LH-Finance**

ANNAPOLIS, MD., July 13<sup>th</sup> 2017 – The World catamaran builder Lagoon announced today an enhanced partnership with expert marine financing solutions provider LH-Finance. This strategic partnership includes not only retail and inventory financing, but also dedicated and exclusive banking products for dealers and customers in North America.

In January 2017, Lagoon and LH-Finance had already announced a new partnership for LH-Finance's VIP Program in Miami. After a successful start, the VIP Program will continue this year, starting at the Newport International Boat Show and the Annapolis boat shows. By taking this partnership to the next level, Lagoon is making a statement that they now have a strong preferred financial partner at their side to achieve their growth targets in North America.

Fred Signat, Director of Lagoon America said "Our fast-paced growth in North America needs a robust, innovative and flexible financial partner that will bring their expertise and competitiveness to best meet the needs of our customers."

Hervé Bonnet, president and CEO of LH-Finance, added, "We are delighted to work closely with a successful brand such as Lagoon. They will benefit, not only from our state-of-the-art inventory financing tool, our customized retail financing solutions, but also from our innovative and attractive banking products."

### **About Lagoon**

Since 2003 Lagoon has been the world leader in the construction of cruising catamarans, with a full and innovative range of boats and the support of a comprehensive distribution network. Lagoon was founded in 1984 as a subsidiary of Jeanneau Technologies Avancées (JTA), Jeanneau's "racing department". JTA gained a reputation for producing single and multihull offshore racing boats that won an unequalled string of victories.

Lagoon is now part of CNB, a division of the Beneteau Group, the world leader in pleasure sailing craft construction. CNB offers a full and well-structured range of cruising catamarans designed by naval architects Marc Van Peteghem and Vincent Lauriot Prévost (VPLP) who have notched up an incomparable record of victories in multihull events. One of their most recent designs was the famous trimaran Oracle, winner of the 2010 America's Cup.

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In 2014, Lagoon's return to motor yacht construction attracted a great deal of attention, with the arrival of the superb 630 MY and the 40 MY.

In 2016, the shipyard launched the 42, which was a great success with customers by virtue of the combination of performance and comfort provided by this 42-footer. The same year, Lagoon launched its new range: SEVENTY. This new high-end range has seen the birth of the sailing catamaran SEVENTY 7 in 2016. Its motor version, the SEVENTY 8, will be launched in 2017 at the Cannes Yachting Festival and in Fort Lauderdale.

For more information on Lagoon, please visit [www.cata-lagoon.com](http://www.cata-lagoon.com).

### **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).