



For Immediate Release

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Groupe Beneteau & LH-Finance Enhance their Strategic Partnership that Benefits Dealers & Customers

Annapolis, MD, September 12th, 2017 — LH-Finance and Groupe Beneteau, the world leader in mono and multihull sailboats, as well as a powerhouse in the powerboat segment, have announced an extensive enhancement to their strategic partnership. [Groupe Beneteau](#) (Beneteau, Jeanneau/Prestige Yachts, Lagoon) began their strategic alliance with LH-Finance in 2016 at the Miami Boat Shows, and will now extend the partnership throughout the 2017 – 2018 Boat Show Season.

[LH-Finance](#), marine lending specialist and creator of the marine industry's only VIP Pre-Qualification Program, will continue to provide its stellar program to new yacht buyers and offer them a one-of-a-kind boat buying experience. They will now further their relationship with Groupe Beneteau to include not only retail and inventory financing but also dedicated and exclusive banking products for dealers and customers in North America.

"Deciding to enhance our strategic partnership with LH-Finance was an easy decision. As world leaders in boat manufacturing, we choose to align ourselves with leaders like LH-Finance that stand for excellence in customer service," commented George Armendariz, CEO of Groupe Beneteau Americas.

"It's this type of collaboration that will propel our industry as a whole as we welcome new boat owners into our community," said Herve Bonnet, President & CEO of LH-Finance. "This is a vital component to growing our business and it brings me great pride to announce this enhanced partnership with such a prestigious group as Groupe Beneteau."

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Groupe Beneteau and LH-Finance will be offering this VIP boat buying experience to pre-qualified applicants at the [Newport International Boat Show](#), September 14th – 17th, 2017; [Annapolis Sail Boat Show](#), October 5th – 9th, 2017; [Annapolis Power Boat Show](#), October 12th – 15th, 2017; [Fort Lauderdale International Boat Show](#), November 1st – 5th, 2017; [Miami International Boat Show](#), February 15th – 19th, 2018; [Yachts Miami](#), February 15th – 19th, 2018 and the [Palm Beach International Boat Show](#), March 22 - 25th, 2018. This includes the LH-Finance VIP Card to be used at shows, lounges and the Groupe Beneteau booth as well as two Complimentary Boat Show tickets; and two Complimentary Admissions to the VIP Lounges at the shows listed above.

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 our website at:

<https://www.LH-FINANCE.com>

About Groupe Beneteau

World leader for mono and multihull sailboats, Groupe Beneteau continues growing on the powerboat Markets, where it now plays a significant role. In both sailing and powerboating, the Group’s brands: BENETEAU, JEANNEAU, LAGOON, PRESTIGE, MONTE CARLO YACHTS, CNB, FOUR WINNS, GLASTRON, WELLCRAFT and SCARAB offer a range of more than 200 models from 15 to 105 feet in length. Groupe Beneteau also leads the European market of leisure cabins with its brands O’HARA and IRM. It is active too on the residential housing market with high environmental performance.

<https://www.beneteau-group.com>

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