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**FOR IMMEDIATE RELEASE**

## **Lagoon to Partner with LH-Finance for 2017 Miami Boat Shows**

ANNAPOLIS, MD., January 24<sup>th</sup> 2017 – Leading cruising catamaran builder Lagoon is delighted to announce a new strategic partnership with expert marine financing solutions provider LH-Finance. The two companies will launch the unique VIP Program LH-Finance has developed with partner Active Interest Media (AIM) and the National Marine Manufacturer Association (NMMA) at the 2017 Yachts Miami Beach and 2017 Progressive® Miami International Boat Show / Strictly Sail on Feb. 16-20.

The new VIP 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 and/or the Miami International Boat Show/Strictly Sail, which run simultaneously in February. Pre-qualified customers will receive the LH-Finance VIP Card, which entitles them to two free entry tickets to the shows, complimentary admission to the Yachts Miami Beach and Miami International Boat Show VIP Lounges, as well as preferred treatment when they visit the boat show displays of yacht builders participating in the program.

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 short 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 delighted by the opportunities this new partnership will bring to support our fast-paced growth in North America,” declared Fred Signat, Director of Lagoon America. “The VIP program is a unique solution that clearly takes the boat manufacturer-customer relationship to the next level.”

Hervé Bonnet, president and CEO of LH-Finance, added, “We are excited to be partnering with Lagoon, providing their customers with this one-of-a-kind innovative program; a quick and seamless way of being pre-qualified so that they can get the most out of their boat show experience.”

*\*Subject to credit approval.*

### **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.

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 sees the birth of the sailing catamaran, the SEVENTY 7 and its motor version, the SEVENTY 8.

### **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).