

FOR IMMEDIATE RELEASE

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LOWRANCE SHIPS NEW ELITE™ AND MARK™ SERIES

**New Affordable Full-Featured Fishfinder and Chartplotter Models
Now Available at Retailers**

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today that its new Elite series of color fishfinder and GPS-chartplotter units and Mark series of single- and dual-frequency monochrome fishfinders are now available from authorized Lowrance dealers and distributors. The color Elite series is available in five models; the Elite-5x fishfinder, Elite-5m chartplotter and Elite-5 fishfinder/chartplotter, as well as the Elite-5m Gold chartplotter and Elite-5 Gold fishfinder/chartplotter, bundled with a special-issue Navionics® Gold microSD chartcard. Mark-5x Pro and Mark-5x fishfinders give anglers exceptional Lowrance grayscale sonar performance, clarity and target definition. Both Elite and Mark series deliver a new Lowrance price-performance standard of feature-rich, high-quality, easy-to-use electronics with affordable pricing,

Elite Series Fishfinders

All Elite models are designed with a true 5-inch, 480x480-pixel SolarMAX™ 256-color display with exceptional brightness for superior viewing of chart detail and sonar graphs – even in the brightest sunlight conditions and at wide viewing angles. The Elite-5x and Elite-5 fishfinder models include a transom-mount 83/200 KHz Skimmer® transducer with up to 120-degrees of fishfinding coverage, as well as accurate temperature readings. The Elite-5x and Elite-5 models reach depths to 1,000 feet with 500 watts RMS power (4,000 watts peak-to-peak). For ease of installation, the Elite-5 and Elite-5m chartplotter models offer out-of-the-box, plug-

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and-play navigational functionality and a built-in 16-channel GPS+WAAS precision antenna. An external antenna option is also available. The built-in U.S. basemap provides more than 3,000 enhanced lake maps with detailed shorelines and depth contours as well as coastal depth soundings and contours as great as 1,000 feet. Ensuring boaters have the maximum flexibility to use their choice of charts, the Elite-5 and Elite-5m models also house a waterproof microSD memory card slot for multiple mapcard options. Owners can store up to 3,000 waypoints, 100 routes with 100 waypoints per route, as well as 100 retracable plot trails and up to 10,000 points per trail. The special-edition Navionics® chartcard included with Elite-5 Gold and Elite-5m Gold models features coverage of U.S. and Canadian coastal waters, all the Great Lakes, Alaska, Hawaii, the Bahamas and over 125 major Canadian lakes.

Mark Series Fishfinders

The Lowrance Mark series fishfinders feature a full 5-inch, bright-white, 480x480-pixel, Film SuperTwist™ LED display that is easy to view in all lighting conditions, plus 16-level gray scale definition that delivers maximum target detail and separation. The Mark-5x Pro 83/200 kHz dual-frequency operation maximizes fish-finding with up to 120 degrees of sonar coverage and depths down to 1,000 feet (305 meters). The Mark-5x operates at 200 kHz only, for depths to 800 feet (244 meters) and provides up to 60 degrees of fish- and structure-finding coverage. Both Mark-5x and Mark-5x Pro models are packaged with a transom-mounted Skimmer® transducer with built-in temperature sensor.

All Elite and the Mark-5x Pro fishfinders feature Lowrance's unique TrackBack™ function that allows anglers to scroll back and review multiple pages of sonar history. Designed with a new simplified user interface, all units have an enhanced backlit keypad that allows single-thumb control of easy-to-use menus and an Advanced User Mode for expanded selections. Additional features include a new mounting design with an easy-to-install, quick-release, tilt-and-swivel bracket that provides convenient removal for storage and remounting. Both the Elite and Mark series are

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fully waterproof to IPx7 (submersible) standards and are protected by a one-year limited warranty.

Pricing and Availability:

The Lowrance Elite and Mark series models can be purchased from authorized Lowrance dealers and distributors throughout the United States and Canada. Suggested US retail prices: Elite-5x fishfinder \$449; Elite-5m chartplotter \$499; Elite-5 combo chartplotter/fishfinder \$549; Elite-5m Gold chartplotter \$569; Elite-5 Gold combo chartplotter/fishfinder \$619; Mark-5x fishfinder \$159; and Mark-5x Pro fishfinder \$199.

For more information on the Lowrance Elite and Mark series, or to learn more about Lowrance and its entire product line, please visit www.lowrance.com.

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Lowrance Elite-5x



Lowrance Elite-5m



Lowrance Elite-5 Combo



Lowrance Mark-5x



Lowrance Mark-5x Pro

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About Lowrance: The Lowrance® brand is wholly owned by Navico, Inc., a privately held, international marine electronics company. Navico is currently the world's largest marine electronics company, and is the parent company to five well-established marine electronics brands: B&G®, Eagle®, Lowrance®, Northstar™ and Simrad®. www.navico.com