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SIMRAD® PARTNERS WITH SEA RAY®

Electronics Leader Announces Agreement With Major Powerboat Manufacturer

Egersund, Norway – In partnership with Sea Ray, the Simrad Go series, NSS evo3 and NSO black box systems are now the navigation system of choice for owners of new 2018 model year Sea Ray Sport Boats and Sport Cruisers. These Simrad displays offer Sea Ray owners a user-friendly interface for all functions including charting, vessel management and integrated CHIRP and sonar.

“Sea Ray is pleased to partner with Simrad to provide our boating customers with a stellar new option for their navigational equipment,” said Brad Anderson, president and general manager of Sea Ray Sport Boats and Sport Cruisers. “Boaters can rely on Simrad’s products to provide outstanding quality and ease of use.”

The feature-packed Simrad chartplotters are to be offered as the optional navigation packages on all 2018 SPX, SDX and Sundancer series models. Simrad NSS evo3 units will be included standard on the SDX 290, as well. Most models will also include Mercury VesselView or VesselView Link engine management systems.

“These state-of-the-art Simrad displays are an ideal complement to Sea Ray’s line of powerboats,” said Leif Ottosson, CEO, Navico. “The ability to select our best-in-class navigation solutions gives Sea Ray owners the option to make an already excellent boat exceptional.”

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Product will be supplied to Sea Ray factories in North America and Poland through Simrad's worldwide network.

For more information on the Simrad units or the entire line of Simrad Yachting marine electronics, please contact 800-324-1356 (toll-free) in the USA or 800-661-3983 (toll-free) in Canada or visit www.simrad-yachting.com.

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Sea Ray SDX 240

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About Simrad: The Simrad brand is wholly owned by Navico, AS. Navico is currently the world's largest marine electronics company and produces products under leading marine electronics brands: Lowrance, Simrad and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com