

FOR IMMEDIATE RELEASE:

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LOWRANCE® KICKS OFF 2018 WITH HDS ULTIMATE UPGRADE PROMOTION

Save Up To \$500 on HDS Carbon Fishfinder/Chartplotters

Tulsa, Okla. – Lowrance®, a world-leading brand in fishing electronics since 1957, is starting the new year with unbeatable deals on HDS Carbon fishfinder/chartplotters. Running from January 1 through April 30, 2018, the Lowrance HDS Ultimate Upgrade offers the biggest savings ever, including up to \$500 off select HDS Carbon displays.

Throughout the sales promotion, anglers can get a \$500 Visa reward card rebate on purchases of HDS Carbon 16, \$400 on HDS Carbon 12, \$300 on HDS Carbon 9 or \$200 on HDS Carbon 7. These mail-in rebate offers – limit three per household – are applicable for purchases made in the United States, Puerto Rico and Canada and apply only to HDS Carbon and TotalScan™ bundles, HDS Carbon and StructureScan® 3D bundles, and displays sold without a transducer.

“There has never been a better time to upgrade your fishfinder/chartplotter,” said Leif Ottosson, CEO, Navico. “The HDS Carbon series has the best displays, the fastest processors and delivers premium tournament-level performance to coastal and freshwater anglers with the the latest in sonar technology, like the award-winning StructureScan 3D. This is an offer you won’t want to miss.”

For more information on the Ultimate Upgrade Promotion, HDS Carbon or the entire Lowrance line of marine electronics, or to locate an authorized Lowrance dealer, please visit <https://www.lowrance.com/offers/>.

LOWRANCE[®] ANNOUNCES HDS ULTIMATE UPGRADE

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About Lowrance: The Lowrance[®] brand is wholly owned by Navico, Inc. A privately held, international corporation, Navico is currently the world's largest marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad Yachting and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide.
www.navico.com