



MOTORGUIDE AND LOWRANCE SIGN LONG-TERM COOPERATION AGREEMENT

Lowell, Mich. (July 22, 2019) Lowrance and MotorGuide have announced their continued partnership after signing a new cooperation agreement effective immediately. Both brands will continue to collaborate on sonar compatibility and chartplotter integration between MotorGuide trolling motors and Lowrance sonar and chartplotter technologies.

“We’re excited to continue our long-standing relationship with Lowrance,” said Kevin Read, MotorGuide senior product manager. “Both our new Tour and Xi series motors will continue to offer Lowrance sonar and chartplotter integration to help you make the most of your time on the water.”

Today, MotorGuide integrates sonar transducers into their trolling motors that are compatible with Lowrance and other top sonar brands. In addition, MotorGuide trolling motors, with integrated Pinpoint GPS, also offers chartplotter integration for connecting to Lowrance, Simrad and Mercury Vessel View displays for advanced motor controls.

“We believe that the best way to serve our customer is by giving them options,” said Lucas Steward, Lowrance product line director. “We’re happy to continue our partnership with MotorGuide and offer seamless connectivity with Lowrance displays and MotorGuide trolling motors.”

About MotorGuide

Based in Lowell, Michigan, MotorGuide trolling motors are built to live up to the willful determination of the fisherman, through purpose-driven design, intentional features, and reliability that keeps fishermen on the water longer. More information can be found at [MotorGuide.com](https://www.MotorGuide.com)

About Lowrance

Lowrance has been a leader in marine electronics since it invented the first consumer sonar device in 1957 -- The Little Green Box. In the years since, Lowrance has never wavered from its purpose to push

the envelope of innovative performance to help anglers find and catch more fish. More information can be found at Lowrance.com