

FOR IMMEDIATE RELEASE

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NAVICO MOURNS PASSING OF DARRELL J. LOWRANCE

Tulsa, Okla. – Navico, parent company to the Lowrance®, Simrad®, B&G® and C-MAP® brands, announced today the passing of Darrell J. Lowrance, founder of its Lowrance brand.

Darrell served as President and CEO of Lowrance Electronics from 1964 to 2006, and was responsible for many breakthroughs in marine electronics. In addition to the first recreational sonar product for anglers – the Fish-Lo-K-Tor (also known as the “Little Green Box”) – he led the development of the first graph recorder, the first integrated sonar/GPS unit, and many others. He was President of the American Fishing Tackle Manufacturer's Association (AFTMA) from 1983-1984. Darrell also served as a member of the Board of Directors for AFTMA from 1978-1986, and again in 1988, and was inducted into the Bass Fishing Hall of Fame in 2013.

“With his passing, the world has lost a great man and a true visionary,” said Leif Ottosson, CEO, Navico. “Darrell’s passion for fishing, innovative design and dedication to driving the marine electronics industry forward, led to innovative ideas and products that have shaped the fishing experiences for millions of anglers globally during the past 60 years. The fishing world and our Navico family mourn this loss, and we offer our sincere condolences to Darrell’s wife, Kathleen, and to his family.”

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About Navico

A privately held, international corporation, Navico is a leading marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad, B&G and C-MAP. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com.



Darrell J. Lowrance: 1938-2019