For Immediate Release:
July 16, 2014

LOWRANCE INTRODUCES INDUSTRY’S FIRST COLOR FISHFINDER PRICED UNDER $100
New Elite-3x Color Fishfinder with Award-Winning Sonar Performance Sets New Standard for Value

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 — announced today the newest additions to its Elite family of fishfinder and chartplotter products, the Elite-3x and Elite-3x All Season pack. The most affordable color fishfinder ever introduced, the new Elite-3x includes a dual-frequency 83/200 kHz Broadband Sounder™ transducer and features an LED-backlit display with detailed 240x360-pixel resolution that’s easy to see in full sunlight from wide viewing angles.

Equipped with award-winning Lowrance Broadband Sounder technology, the Elite-3x allows anglers to quickly and easily identify fish targets, bottom contour, structure detail, bottom hardness, thermoclines and more. Offering selectable dual-frequency operation to maximize the view beneath a boat, 83 kHz sonar provides up to 60 degrees of conical coverage, which is ideal for displaying large fish arches and searching large areas, while 200 kHz sonar provides up to 20 degrees of coverage for enhanced fish-target separation and lure-tracking — ideal for vertical presentations. The Lowrance Skimmer® transducer, included with the Elite-3x, can track bottom at speeds up to 75mph, and it features a built-in water temperature sensor.

Maximizing fishing time by reducing the need to manually adjust settings, Lowrance’s Advanced Signal Processing (ASP) allows anglers to see fish, structure and bottom detail more clearly. Easy to operate, the Elite-3x’s pages button allows users to quickly switch between 83 kHz and 200 kHz sonar frequency views, and dedicated quick keys allow anglers to zoom up to four times the standard view and focus on key fishing areas. The power button also doubles as a backlight control to adjust for daylight or nighttime fishing situations. The unit’s Fish I.D. feature displays fish icons instead of fish arches to help identify fish targets, and includes track and alarm options. The quick-release, tilt and swivel mounting bracket makes it easy to adjust the viewing angle or disconnect the fishfinder for storage.
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“Lowrance has, once again, set the standard by introducing the world’s first color fishfinder for less than $100,” said Leif Ottosson, CEO, Navico. “Color is an extremely important tool to help see fish on or near the bottom more clearly, as well as distinguish bottom composition and transitions, and our new Elite-3x gives every angler this advantage. It also offers serious fishfinder options for the cost-conscious angler, so you don’t have to sacrifice many of the proven features that have made Lowrance a worldwide leader in fishing electronics.”

The ultimate electronics accessory for year-round fishing success, the Elite-3x All Season fishfinder pack is convenient and affordable for small, rental boat installs, as well as vertical ice- or dock-fishing presentations. Featuring two integrated mounts for the Elite-3x, the All Season pack includes a dual-frequency, 83/200 kHz Skimmer® transducer with power cable, a suction-cup transducer mount, and an ice transducer with float and power cable for the best possible signal in any fishing situation. The durable, easy-to-transport kit provides two Stowaway® utility drawers, a 12v battery and charger, and ample accessory storage space.

Protected by a one-year limited warranty and the Lowrance Advantage Service program, the Elite-3x and Elite-3x All Season fishfinder pack can be purchased from authorized Lowrance dealers and distributors throughout the United States and Canada beginning in August 2014.

The Lowrance Elite-3x fishfinder is priced at $99, and the Elite-3x All Season can be purchased for $249. For more information on the Lowrance Elite-3x and Elite-3x All Season, the entire Lowrance line of marine electronics or to locate an authorized Lowrance dealer, please visit www.lowrance.com.

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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