B&G INTRODUCES OUTSTANDING NEW WEBSITE

New Website Creates Hub for Sailors

Tulsa, Okla. – B&G – the world leader in marine instruments, autopilot systems and tactical software solutions for the sailing market – announced today the arrival of its new website at www.bandg.com. Providing a hub for the sailing community, with a host of key information, social sharing opportunities and interactive features, the new bandg.com is the place for sailors to explore, interact with friends and improve sailing techniques and knowledge.

At the heart of the new website is social media. From Facebook to Twitter, users can keep up to date with all the latest news and interact with B&G and its many friends and followers. From online learning via the B&G Academy, sailing tips and best practices to event listings, an interactive dealer locator and all the latest news from B&G, there’s always plenty going on to learn and share.

“B&G is all about having passion for sailing, and the new website captures this by using the latest social media tools to enable the sailing community to share must-have information and ideas via Facebook and Twitter,” said Louis Chemi, COO, Navico Americas. “This is particularly useful when combined with the interactive website’s Events Map, which lists all upcoming B&G events, global sailing races and boat shows. The real-time social media feed also helps sailors keep up with the latest news from B&G teams across the globe.”
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Simple to navigate and intuitive to use, the new B&G website provides detailed product information for quick identification of a yacht’s electronics needs. The new website is also perfect for sailors who are on the go, as it is tablet friendly and works hand-in-hand with a range of Apple™ and Android™ products.

An interactive Dealer Locator map, which works using a zip code or place, allows sailors to easily find local B&G service centers and determine where to buy products quickly. The Dealer Locator also provides the location of Certified Dealers who install products and provide service under the acclaimed B&G Advantage Service Program. Dealers are identified according to their expertise — whether that is in the H3000 range, Triton series or WTP3 portfolio, so sailors can always get the right help.

To enjoy all that the new B&G website has to offer, visit www.bandg.com.

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About B&G: The B&G brand is wholly owned by Navico, Inc., a privately held, international marine electronics company. 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