Lowrance Unveils New Elite-4 and Mark-4 Compact Series

Tulsa, Okla. - Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today its new lineup of compact, dual-frequency fishfinders with DownScan Imaging (DSI) and fishfinder/chartplotter options, the Mark-4 grayscale and Elite-4 color series. Both series feature high-bright, LED-backlit, 3.5-inch displays that provides exceptional visibility at wider viewing angles, as well as readability in all weather conditions, including direct sunlight.

Easy to use and install, the new compact lineup is feature-packed for convenient performance at affordable prices. All Mark-4 and Elite-4 models feature award-winning Lowrance sonar with exclusive TrackBack™ functionality allowing anglers to review up to 1-foot of sonar-display history. On chartplotter models, boaters can also mark and save a waypoint using baitfish, game fish or structure on the sonar history.

The Mark-4 and Elite-4 line consists of six models: the Mark-4 fishfinder/chartplotter, Elite-4x dual-frequency fishfinder, Elite-4x DSI DownScan Imaging fishfinder, Elite-4m chartplotter, Elite-4 fishfinder/chartplotter, and Elite-4 DSI DownScan Imaging fishfinder/chartplotter.

"The Lowrance Mark-4 and Elite-4 clearly prove that customers don't have to compromise features or performance when shopping for a new fishfinder or fishfinder/chartplotter at a lower price," said Louis Chemi, chief operating officer, Navico Americas. "We designed the new series to exceed customers' expectations
while providing great value and even greater performance."

The Mark-4, Elite-4x and Elite-4 non-DSI fishfinder models feature Lowrance's legendary dual-frequency, transom-mount 83/200 KHz Skimmer® transducer with up to 120 degrees of fishfinding coverage, advanced signal processing and accurate water-temperature readings. The units reach depths as great as 1,000 feet and utilize proven grayscale- or color-display technologies that help distinguish bottom hardness, as well as identify game fish that are on or near the bottom.

The Lowrance Elite-4x DSI and Elite-4 DSI models feature award-winning DownScan Imaging™ technology that allows anglers to experience a new standard in fishfinding with remarkable below-the-boat, picture-like views of bottom structure as well as thermoclines, baitfish and game fish. Providing crystal-clear underwater definition in shallow and deep, freshwater or saltwater, the Elite-4x DSI and Elite-4 DSI not only let users see vegetation and bottom structure more clearly, but also help anglers recognize variations in weed growth and bottom hardness.

The rugged, low-profile, dual-frequency DSI Skimmer transom-mount transducer with built-in temperature sensor operates at 455 kHz for wider and deeper coverage, or at 800 kHz for more concentrated scans with greater target separation in shallower conditions. DSI models are also equipped with exclusive Lowrance TrackBack functionality that allows anglers to position the cursor anywhere on the display and rewind sonar history to determine the depth of a marked object - such as suspended baitfish or a thermocline.

Featuring a built-in GPS antenna, the Mark-4 and Elite-4 chartplotter models are pre-loaded with a built-in U.S. basemap that provides more than 3,000 enhanced lake maps with detailed shorelines and depth contours as well as coastal contours down to 1,000 feet. Giving boaters maximum flexibility to use their choice of
charts, the units also feature a waterproof microSD memory-card slot for compatibility with multiple mapcard options, including Navionics® Gold and HotMaps® Premium and Fishing Hot Spots®. In addition, owners can store up to 3,000 waypoints, 100 routes with 100 waypoints per route, 100 retraceable plot trails and up to 10,000 points per trail.

Easy-to-use and attractively priced, the new compact Mark grayscale and Elite color models feature a simplified user interface with a start-up wizard to optimize performance for specific user needs, allowing boaters to customize favorite settings. Simple to install, the compact units' slim case design can be flush-mounted or bracket-mounted for tilt-swivel operation, and features a quick-release latch for convenient removal and remounting. The backlit, enhanced keypad provides fast one-handed control of the systems' easy-to-use menus. All models feature a quarter-turn uniplug cable system with watertight seals for longer, trouble-free connections in all marine environments. Fully waterproof to the IPx7 standard, the new Lowrance Elite-4 and Mark-4 series are protected by a one-year limited warranty.

Available in January 2012 from authorized Lowrance dealers throughout the United States and Canada, the Lowrance Elite-4x fishfinder, Elite-4x DSI DownScan Imaging fishfinder, Mark-4 fishfinder/chartplotter, Elite-4m chartplotter, Elite-4 fishfinder/chartplotter, and Elite-4 DSI DownScan Imaging fishfinder/chartplotter will be offered at suggested retail prices of $169, $269, $199, $199, $299 and $349, respectively. To locate an authorized Lowrance dealer near you; or learn more about the Lowrance Mark-4 and Elite-4 series, or the entire Lowrance line of marine electronics, please visit www.lowrance.com.