Navico Introduces Advantage Service Program

Tulsa, Okla.—Navico—the world leader in recreational marine electronics and parent company to the Lowrance, Simrad Yachting and B&G brands—announced today its new unparalleled consumer-support program, Advantage Service. Consisting of six comprehensive service products, the program delivers best-in-class support around the world at no additional cost to dealers or consumers. The Lowrance, Simrad and B&G Advantage Service Programs, each with a unique set of service products, efficiently provides dealers with powerful resources to address their customers' needs, and, for consumers, ensures that issues with products are resolved quickly, with the highest level of quality.

"In the last three years, Navico has aggressively launched new products that lead the marine-electronics industry through innovation," said Louis Chemi, chief operating officer, Navico Americas. "To match this commitment, we have dramatically improved our response-rates for inbound consumer inquiries. Now, through Advantage Service we take another significant step forward with user-friendly, resourceful tools and comprehensive policies that provide best-in-class support to meet and exceed both dealer and consumer satisfaction."

Advantage Service products include the 5-Year Advantage, OnBoard Advantage, +1 Advantage, 24 Swap Advantage, Certified Dealer Advantage and System Builder Advantage.

5-Year Advantage
An alternative to traditional swap and repair programs, the 5-Year Advantage facilitates fast and flexible service and enhances the overall warranty experience for Lowrance, Simrad Yachting and B&G customers. In the unlikely event of failure within the first five years* since purchasing a new product, the program guarantees that consumers have the option to upgrade to the latest model technology at an attractive discount. Variable discounts apply including no-charge options for in-warranty products. Dealers execute the program using a Navico web-based portal to facilitate service swaps and upgrades. In addition, the 5-Year
Advantage allows both Simrad Yachting or B&G consumers replacing a faulty product, to extend the upgrade discount to complementary components, such as displays, radars, sounders and autopilots that comprise their overall system.

**OnBoard Advantage**
The OnBoard Advantage program is available for Simrad Yachting and B&G systems valued over $2,500 USD and provides consumers with the option to receive warranty service by a Certified Dealer onboard their vessel for the first two years under warranty. Products with one-year warranties, automatically receive an additional year of OnBoard Advantage support. Select limits apply to labor- and travel-related costs as detailed by the program guidelines.

**+1 Advantage**
Available for B&G products valued at $2,500 USD or more and installed by a Certified Dealer, the +1 Advantage, formerly known as the B&G Gold Card Program, allows consumers to extend both their product warranty and OnBoard Advantage coverage from two years to three years by simply registering new product with B&G within 90 days of purchase.

**24 Swap Advantage**
The 24 Swap Advantage ensures that if a qualifying Simrad Yachting or B&G product is identified as defective within the first year of warranty, consumers will be shipped a replacement product within 24 business hours. Products currently eligible for the 24 Swap Advantage include the Simrad NSE, NSO and NSS multifunction displays, as well as the B&G Zeus sailing navigation display and WTP3 processor system.

**Certified Dealer Advantage**
The Certified Dealer Advantage Program provides a framework for dealers to demonstrate technical proficiency for Simrad Yachting and B&G products to become Certified Dealers. Authorized to provide timely, high-quality OnBoard Advantage support, Certified Dealers are clearly identified on the Simrad Yachting and B&G websites. Dealers also gain access to online tools and technical information via a new B2B Vessel Portal and Advantage Hub, which provide extensive vessel detail, and technical information on current and legacy products such as technical bulletins, product briefs, manuals, FAQs and troubleshooting training documents, videos and calendars. All Certified Dealers are required to recertify annually.
**System Builder Advantage**

The System Builder Advantage offers Certified Simrad Yachting Dealers an Apple iPad tool that combines a current price book with a product information guide and more in an easy-to-use shopping cart-style purchase format. The system allows dealers to provide instant quotes and Ethernet and SimNet schematics to help consumers choose the ideal system, as well as ensure all necessary components are included. Allowing for local currencies, freight and duty, the System Builder provides detailed installation quotes. Standard packages and boat builder packs can be pre-loaded and configured during the quoting process. Estimates and drawings can be shared with customers and multiple recipients for seamless supply chain operation. A convenient and flexible service tool, dealers can also use the system to build a database of customer details and quotes for future reference.


*Navico’s Navman and Northstar brands receive Advantage Service for four years, and the Eagle brand for three years.*

**About Navico:** 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.