West Marine names Navico ‘Vendor of the Year’ for third year in a row

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Marine Electronics Leader Honored for Exceptional Partnership, Sales Growth, and Excellence in Product Quality and Customer Service

Tulsa, Okla. – Navico — the world leader in recreational marine electronics and parent company to the Lowrance, Simrad Yachting and B&G brands — announced today that it has been awarded the West Marine Vendor of the Year Award for the third year in a row. Presented at the company’s 2013 Annual VIV (Very Important Vendor) Conference, West Marine awarded Navico the top honor for consistent excellence in product quality, sales growth and helpfulness of sales-support staff.

“We are truly honored that West Marine has recognized Navico as Vendor of the Year for the third year running,” said Leif Ottosson, chief operating officer, Navico. “Winning two years in a row was an unprecedented honor — third time is simply amazing. This recognition is a continued testament to our strides for innovation in product development, unparalleled support, unmatched warranty programs and, most importantly, the most knowledgeable, dedicated and hardest working teams in the industry.”

Headquartered in Watsonville, Calif., West Marine is the largest specialty retailer of boating supplies and accessories with more than 300 company-owned stores located in 38 states, Puerto Rico and Canada, and five franchise stores in Turkey.

“It’s an honor to have presented the Vendor Of The Year Award to the Navico team,” said Ron Japinga, EVP, Merchandising, Planning and Supply Chain at West Marine. “Our collaboration has set new standards in the marine industry, and the results for both of us are terrific. We recognize the hard work and dedication of the entire Navico team and truly appreciate the partnership.”

For more information on Navico, or its entire line of Lowrance, Simrad Yachting and B&G marine electronics, please visit www.navico.com.