



National Marine Electronics Association

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For Immediate Release

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NMEA *Guide* offers advice to boaters on buying smart

*Purchasing marine electronics from a discounter
could lead to unexpected expenses*

SEVERNA PARK, MD—The National Marine Electronics Association (NMEA) has created a brochure to educate boaters about the possible hidden costs of purchasing marine electronics based on price alone. It's called *A Guide to Boating Electronics: What You Should Know When Buying Electronics for Your Boat*.

The *Guide* points out that while buying marine electronics from a mass marketer may be cheaper initially than buying from a dealer with trained technicians, the overall cost could turn out to be much greater for the cheaper electronics because of unanticipated repairs, reworking, or replacement later on. Only NMEA-trained technicians can provide the expert advice boaters need to ensure proper selection and installation of the electronics they purchase. Boaters can also count on the companies that employ these technicians for service and warranty support after the sale.

You can get a free copy of the *Guide* by visiting www.nmea.org or by contacting the NMEA office at 410-975-9425.

Founded in 1957, the NMEA has led the way in establishing technical standards for data exchange in marine electronics, with the widely accepted NMEA 0183 data protocol, NMEA 2000® and certification standards for marine electronics technicians. NMEA standards and programs focus on insuring that the boating consumer is provided with reliable products and professional service. For more information, visit the NMEA website at www.NMEA.org or call (410) 975-9425.