

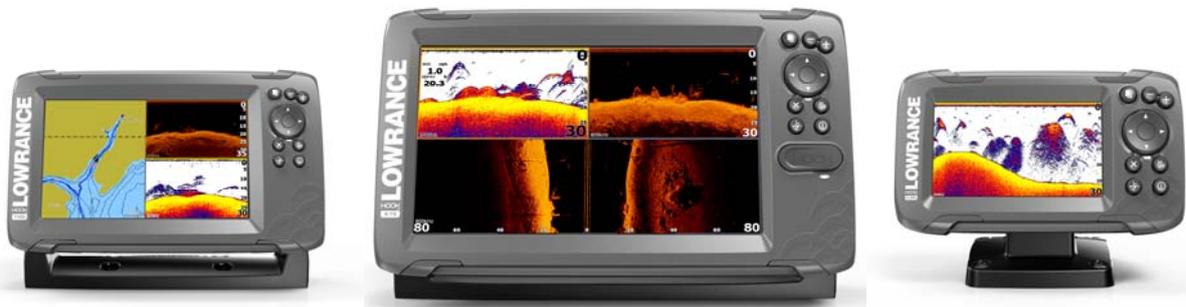
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LOWRANCE® LAUNCHES NEW, EASY-TO-USE HOOK² FISHFINDER/CHARTPLOTTER SERIES

New HOOK² Sets the Standard For Ease of Use and Affordability

Lowrance®, a world-leading brand in fishing electronics since 1957, announced today the new HOOK² series of fishfinders/chartplotters, delivering a new standard for ease of use and affordability.



At the heart of the world's easiest-to-use HOOK² fishfinder/chartplotter series is Lowrance Autotuning sonar -- a new, game-changing solution that actively corrects sonar settings for the clearest underwater view. Now, anglers can spend more time fishing and less time making manual adjustments to their sonar settings. Most models also feature full navigational capability with a pre-loaded charting selection.

HOOK² is not only easy-to-use, it's also a powerful performer on the water. Anglers can cover more water in less time with 2X wider sonar coverage with new Lowrance wide-angle Broadband Sounder™ and CHIRP sonar -- providing more sonar coverage than most fishfinders on the market today. SideScan and DownScan

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Imaging™ complete the HOOK² sonar arsenal on select models, ensuring anglers can view life-like images of fish-holding structure to both sides and below the boat.

The new HOOK² series will be available in three easy-to-install, value-priced sonar categories to meet every angler's needs -- 3-in-1 sonar with High CHIRP, SideScan and DownScan Imaging; 2-in-1 sonar with High CHIRP and DownScan Imaging; and proven Broadband Sounder™, respectively known as TripleShot™, SplitShot™ and Bullet. The Bullet 4-inch models have an eye-catching, new wide-screen design, providing additional detailed sonar history versus previous vertical 4-inch display models.

HOOK² fishfinder/chartplotters will be offered in 12-, 9-, 7-, 5- and 4-inch display sizes, and most models will feature full navigational capability. Pre-loaded with base map charting, with the ability to upgrade or buy a mapping bundle, Hook2 is the easiest to use fishfinder in the world, simply unbox and fish.

HOOK² fishfinder-only models – with the exception of the sonar-only HOOK² 4x Bullet – include a built-in GPS Plotter (without charts) for saving waypoints, following trails and navigating to favorite fishing spots.

“With HOOK², our goal was to capture the spirit of the Lowrance customer who values enhanced sonar and imaging, simple controls and clear displays – all at an extremely competitive price,” said Leif Ottosson, CEO, Navico. “From Autotuning sonar settings, wide-angle sonar with double the coverage of most fishfinders and the easiest-to-use, push-button design, HOOK² combines powerful performance and simplicity into a fishfinder every angler will love.”

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Ranging in price from €109 to €1,499 ex VAT and scheduled for January 2017 delivery.

HOOK ² Model	Part Number	Price	HOOK ² Model	Part Number	Price
HOOK ² 12 TripleShot	000-14026-001	€1,499	HOOK ² 7 SplitShot	000-14023-001	€699
HOOK ² 9 TripleShot	000-14025-001	€999	HOOK ² 7x SplitShot GPS Plotter	000-14020-001	€499
HOOK ² 7 TripleShot	000-14024-001	€799	HOOK ² 5 SplitShot	000-14018-001	€499
HOOK ² 7x TripleShot GPS Plotter	000-14022-001	€599	HOOK ² 5x SplitShot GPS Plotter	000-14016-001	€279
HOOK ² 5 TripleShot	000-14019-001	€649	HOOK ² 4x Bullet GPS Plotter	000-14015-001	€129
HOOK ² 9 SplitShot	000-14182-001	€779	HOOK ² 4x Bullet	000-14013-001	€109

For more information on HOOK² or the entire Lowrance line of marine electronics or to locate an authorized Lowrance dealer, please visit www.lowrance.com.

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For imagery and other editorial requests, please contact:

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