

LOWRANCE[®]

www.lowrance.com

THE HDS ULTIMATE FISHING SYSTEM™



SAVE UP TO \$1000

Purchase an all-new HDS PRO, ActiveTarget2, Ghost or Elite FS 9 between May 3rd and June 10th 2024 and get up to \$1000 maximum instant savings.

HDS[®]PRO

ActiveTarget2 ActiveImaging^{HD} GHOST

ELITEFS[®]

AVAILABLE AT PARTICIPATING RETAILERS FULL TERMS & CONDITIONS APPLY

Ultimate Fishing System Savings Kicks Off May 3

We are pleased to announce the Lowrance Ultimate Fishing System Instant Savings promotion offering consumers up to \$1,000 off the purchase of select Lowrance products.

To take advantage of the savings, consumers must purchase qualifying HDS PRO (\$450 - \$1,000), Ghost Trolling Motor (\$500), ActiveTarget2 (\$350) and/or Elite FS 9 (\$150) SKUs between May 3 and June 10, 2024. Promotional savings are not redeemable for cash, non-transferable and may not be combined with any other discounts.

Consumers with eligible purchases will receive the savings from a discount taken at the register. Instant savings are reflected in the advertised promotional prices below.

Qualified Products		Advertised Promo Price	Instant Savings
When: May 3 – June 10, 2024			
Where: U.S.A., Canada and Puerto Rico			
Lowrance products included:			
000-15990-001	HDS PRO 16, Active Imaging 3-in-1	\$3,999	\$1,000
000-16005-001	HDS PRO 16, No Transducer	\$3,899	
000-15987-001	HDS PRO 12, Active Imaging 3-in-1	\$2,699	\$750
000-16002-001	HDS PRO 12, No Transducer	\$2,599	
000-15984-001	HDS PRO 10, Active Imaging 3-in-1	\$2,249	\$550
000-15999-001	HDS PRO 10, No Transducer	\$2,049	
000-15981-001	HDS PRO 9, Active Imaging 3-in-1	\$1,749	\$450
000-15996-001	HDS PRO 9, No Transducer	\$1,649	
000-14937-001	Ghost 47 Trolling Motor	\$2,999	\$500
000-14938-001	Ghost 52 Trolling Motor	\$3,049	
000-15480-001	Ghost 60 Trolling Motor	\$3,249	
000-15959-001	ActiveTarget2 Live Sonar	\$1,299	\$350
000-15692-001	Elite FS 9, Active Imaging 3-in-1	\$849	\$150

Lowrance Marketing Support:

- Digital banner advertisements: Available April 17, 2024
- Video Assets: Available April 17, 2024
- No advertisements or announcements in any form or media shall be made available to consumers before May 3, 2024.

Digital banner ads and video assets can be found by searching “2024 UFS Upgrade” on the [Navico Group Asset Bank](#).

Please note: Navico Group Customers with a single sign-on username and password may also obtain pricing information from the new Navico Group Customer Portal:
<https://customerportal.navico.com/>

If you need assistance with your username and/or login for the Navico Group Asset Bank or Customer Portal, please contact your Customer Operations Specialist.

Promotional Funds Reimbursement:

Consumers will receive the instant savings at the point of sale. Navico Group direct Dealers and Authorized Resellers (“Retailer(s)”) may submit claims to Navico Group for promotional funds for the instant savings offered in accordance with this Ultimate Fishing System Instant Savings promotion (this “Program”), subject to the following requirements:

- **Applicable SKU(s):** this Program only applies to the qualified products (the “Products”) identified above.
- **Advertised Price:** advertisements of the Products in any and all media, including online, in print, or in store, must be in-acquiescence with the minimum advertised price stated in the Online Price Book. Retailer shall endeavor to use the digital banners and other marketing assets approved and made available by Navico Group for this Program.
- **Promotion Period:** this promotion is available to consumers from May 3, 2024 – June 10, 2024. Sales outside of the promotion period will not qualify for promotional funds. Retailer may not advertise or otherwise disclose the details or existence of this promotion until May 3, 2024.
- **Proof of Performance:** participating retailers must submit accurate and complete Claim Forms, including POS data and other performance data as may be requested by Navico Group, by the claim deadline stated below.
- **Claim Deadline:** all claims for promotional funding, including any proof of performance or similar information required by Navico, must be submitted through the Navico Claims portal no later than July 10, 2024.

The Navico Reseller Reimbursement Claim Form is available at:
<https://fs4.formsite.com/NavicoClaims/UlimateFishingSystems/index>.

Compliance with these guidelines will ensure that your claim is approved and processed quickly and efficiently. Failure to comply may result in the loss of applicable promotional funds.

Navico Group reserves the right to request additional information and evidence and if you fail to comply with the guidelines of this Program, Navico Group reserves the right to withhold all promotional funds. Navico Group reserves the right to change and/or withdraw promotional events at any given time and agrees to provide retailer notice in advance if this occurs.

For More Information:

U.S. Based Resellers Technical and Order Support: (800) 324-4737

Canada Based Resellers Technical Support: (855) 361-1564

You may also send any inquiries via email to the addresses listed below, according to your sales-group classification:

- OEM/Boatbuilder – oem-bb@navico.com
- International/Latin America – international@navico.com
- National Retail – retail@navico.com
- Dealers/Distributors – orders@navico.com