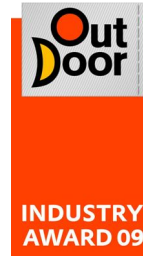


# LOWRANCE®

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## PRESS RELEASE

23<sup>rd</sup> July 2009

### LOWRANCE® ENDURA WINS TOP INDUSTRY AWARD

Lowrance®, a brand by Navico, a leading global manufacturer of leisure navigation electronics, has won a top industry award for its new Endura Sierra handheld GPS.

The Lowrance Endura Sierra, the top of the range unit, gained accolade in the OutDoor INDUSTRY AWARD 'Best Accessory' category at the Outdoor Show in Friedrichshafen, Germany on July 16.



The Lowrance Endura series consists of three innovative touch-screen GPS handhelds: the flagship Sierra – the most powerful and complete out-of-the-box GPS available; the Safari – a versatile navigator for any outdoor activity; and the Out&Back – setting a new standard in affordability and ease of use.

Now in its fourth year, the OutDoor INDUSTRY AWARD, hosted by Messe Friedrichshafen and organized by iF, has a solid reputation among manufacturers, retailers and consumers. Some 242 entries were submitted from 18 different countries with a total of 63 products chosen as prizewinners.

A pan-European judging panel comprised of professional adventurers, outdoor magazine editors, and seasoned industry executives evaluated the product entries based on strict criteria including innovation, design quality, functionality and workmanship.

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## LOWRANCE<sup>®</sup> ENDURA WINS TOP INDUSTRY AWARD

The innovative Sierra GPS device received praise for its design and advanced technical capabilities, and impressed judges with its combined touch-screen functionality and quick access buttons. The Sierra, along with the Safari and Out&Back, also offer unrivalled flexibility and access to the widest possible range of third party and community content.

Navico EMEA Operational Marketing Manager, Jo Bainbridge, said: “The Endura series continues to impress those with an active interest in the outdoors with its stylish design and impressive functionality. Our New Zealand based design agency, 4ormfunction and our internal mechanical designer Pablo Eynon have both done a fantastic job.”

“Earlier this year Lowrance welcomed Europe’s leading outdoor and technology journalists to a special Endura preview launch event in the Lake District. We received some very positive feedback and some excellent reviews in the outdoor and national press. This award is further recognition from industry experts of the quality and functionality of the Endura units.”



Lowrance received its award at the official ceremony on July 16 in Germany. Further award categories were ‘Apparel’, ‘Backpacks’, ‘Mountain Climbing Equipment’, ‘Camping Equipment’, ‘Sleeping Bags’, and ‘Products with High Ecological and Sustainable Value’. Winning products are showcased on the IF website [www.ifdesign.de](http://www.ifdesign.de)

Comments from the panel of judges included:

“One thing became very apparent in the 63 awards that were presented in this competition: Design, coupled with innovation, is still the essential principle in the outdoor industry. Product design is becoming more sophisticated, the workmanship of the products and the overall level of quality have improved significantly.”

(Mark Held, European Outdoor Group)

## **LOWRANCE<sup>®</sup> ENDURA WINS TOP INDUSTRY AWARD**

“The OutDoor INDUSTRY AWARD is one of the most important awards in the outdoor industry and rewards the industry’s unabated innovative strength. Although there are not really that many revolutionary innovations, the continuous fine-tuning done on existing products over the years results in outdoor equipment that is getting better and better all the time.”

(Frank Wacker, Editorial team outdoor, Motor Presse Stuttgart)

### **Images**

For high res images of the products:

<http://www.lowrance.com/en/About/Media/>

User: low\_press\_emea

Password: pr\_emea\_3

-Ends-

### **Notes to Editor**

#### **About Navico and Lowrance**

The Lowrance brand is wholly owned by Navico Holding AS, a privately owned, international electronics company. A leader in outdoor recreational GPS electronics and currently the world’s largest marine electronics manufacturer, Navico is the parent company to five well-established brands: B&G, Eagle, Lowrance, Northstar and Simrad. Visit [www.lowrance.com](http://www.lowrance.com) and [www.navico.com](http://www.navico.com)

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## LOWRANCE® ENDURA WINS TOP INDUSTRY AWARD

### The Lowrance Endura Product Range



#### Endura Sierra

##### Features and benefits:

- Premium outdoor content pre-installed
- Directly accepts GPX trails and geocaches, as well as POIs from web communities or other sources
- Colour 2.7" (6.8cm) touchscreen optimised for outdoor use combined with physical buttons
- Sensor enhanced navigation with digital, stabilised 3-axis compass and barometric altimeter
- Trip computer – records trails, altitudes, trip times, speed and distance travelled
- Multimedia MP3/voice notes, picture and video players – for entertainment or viewing trail camera photos
- Power standby mode saves battery life while allowing ultra fast start up
- Turn-by-turn navigation capable for car, motorcycle, cycling, etc. (with optional purchase).



#### Endura Safari

##### Features and benefits:

- Colour 2.7" (6.8cm) touchscreen optimised for outdoor use combined with physical buttons
- Advanced basemap with detailed hill shade, primary and secondary roads, and key points of interest
- Directly accepts GPX trails and POIs from web communities or other sources
- Plug-and-play and downloadable mapping options such as fishing Hot Spots®, etc.
- Multimedia MP3/voice notes, picture and video players – for entertainment or viewing trail camera photos
- Trip computer – records trails, altitudes, trip times, speed and distance travelled
- Power standby mode saves battery life while allowing ultra fast start up
- Turn-by-turn navigation capable for car, motorcycle, cycling, etc. (with optional purchase).



#### Endura Out&Back

##### Features and benefits:

- Colour 2.7" (6.8cm) touchscreen optimised for outdoor use
- Easy to understand basemap with hill shade, topographic contours, primary roads, and key POI's
- Geocaching capable with multiple specific functions and compatibility with Geocaching.com
- Trip computer and route recording to track performance and share with friends or web communities
- Sport specific trail content available for purchase online for: hiking, mountain biking, skiing, snowmobiling, kayaking, offroad/ATV, and many more
- Picture viewer for viewing photos loaded from computer or web or for use with trail cameras
- Multiple mounting options with two lanyard attachment points for lanyard, RAM Mount handlebar mounts, etc
- Power standby mode saves battery while allowing ultra fast startup