

**FOR IMMEDIATE RELEASE:**

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## **LOWRANCE PARTNERS WITH MOTORGUIDE TO LAUNCH PINPOINTCONNECT INTERFACE**

**Collaboration Delivers Enhanced GPS Navigational Interface  
for New Electric-Steer Wireless Trolling Motor**

**Tulsa, Okla.** – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992 — announced today that it has partnered with MotorGuide, a leading fishing brand with more than 50 years of experience in designing and manufacturing electric trolling motors, to create PinpointConnect. This new user-friendly interface will seamlessly integrate Lowrance HDS® Gen2 and Gen2 Touch fishfinder/chartplotters with MotorGuide's recently introduced Xi5 Wireless Trolling Motor featuring Pinpoint® GPS navigation. Delivering on-target location accuracy for the Xi5 motor, Pinpoint GPS enables anglers to precisely position their boats and achieve optimum boat control.

By connecting through the PinpointConnect interface to a Pinpoint-enabled Xi5 MotorGuide wireless trolling motor, HDS Gen2 and Gen2 Touch system users achieve greater boat control with navigational functions that are operated directly from the chartplotter display -- including the ability to set a virtual anchor; set, recall and navigate to waypoints or cursor; plot a course or recall a trail; and maintain a current boat heading. MotorGuide Xi5 users would also have the ability to control navigational functions from a wireless handset, which is available from MotorGuide with the Pinpoint GPS upgrade.

“Making GPS navigation easy and intuitive for anglers is a priority for MotorGuide, and that’s why we partnered with Lowrance to create the PinpointConnect interface,” said Ben Curtis, category director for MotorGuide. “Seamlessly connecting HDS systems and the Xi5 motors gives anglers greater vision and control, allowing them to make the most of their fishing time on the water.”

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"We are pleased to announce this exclusive agreement between two fishing-electronics leaders with great reputations for innovation and quality," said Leif Ottosson, CEO, Navico. "Anglers with our best-in-class HDS system and the Xi5 electric-steer motor will now have an easier way to remotely access a wealth of impressive navigational capabilities."

All Xi5 model trolling motors will be compatible with Pinpoint GPS and PinpointConnect modules. To take advantage of the PinpointConnect interface, Xi5 motor owners will require a Lowrance HDS Gen2 or Gen2 Touch unit with the appropriate NMEA 2000<sup>®</sup> network, as well as a software upgrade scheduled for Spring 2014 availability.

Also available in Spring 2014, the PinpointConnect interface will be offered from authorized MotorGuide dealers and distributors throughout the United States and Canada as a factory-installed upgrade or as an easy-to-install option to the new MotorGuide Xi5 wireless trolling motor with Pinpoint GPS. The Xi5 motor, available August 2013, has a suggested retail price range of US \$700 to \$1,399 depending on model selection. The Pinpoint GPS and interface modules, also available in August 2013, will have suggested retail prices of \$449 and \$249, respectively. Software for Lowrance HDS Gen2 and Gen2 Touch display compatibility will be available for free via download from the Lowrance website. For more information on the Lowrance and MotorGuide partnership or Xi5 motors featuring Pinpoint GPS and PinpointConnect features, please visit [MotorGuide.com](http://MotorGuide.com). For more information on the Lowrance HDS Gen2 and Gen2 Touch systems as well as the entire Lowrance line of marine electronics, or to locate an authorized Lowrance dealer, please visit [www.lowrance.com](http://www.lowrance.com).

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**About Lowrance:** The Lowrance® brand is wholly owned by Navico, Inc. A privately held, international corporation, Navico is currently the world's largest marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad Yachting and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. [www.navico.com](http://www.navico.com)