

# Lowrance® Offering Instant Savings on Select SKUs During Black Friday Promotion

Lowrance will be temporarily lowering UPP to offer instant savings to consumers on the SKUs in the table below, November 25 through December 16, 2024. WUPP on the SKUs will be temporarily lowered October 28 to December 16, 2024.

Consumers who purchase the qualifying SKUs during the promotional period will receive the instant savings from a discount taken at the register at participating resellers.

Part number	Description	Promo Price	Savings
000-15987-001	HDS PRO 12 with Active Imaging 3-in-1	\$2,449	\$1,000
000-15984-001	HDS PRO 10 with Active Imaging 3-in-1	\$1,499	\$1,300
000-15959-001	Active Target 2	\$1,149	\$500
000-14937-001	Ghost 47"	\$2,999	\$500
000-14938-001	Ghost 52"	\$3,049	\$500
000-15480-001	Ghost 60"	\$3,249	\$500

Navico Group Direct Dealers may submit claims to Navico Group for promotional funds for the instant savings offered in accordance with this Lowrance Black Friday Instant Savings promotion (this "Program"), subject to the following requirements:

- Applicable SKU(s): this Program only applies to the qualified products (the "Products") identified below.
- 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 November 25, 2024 – December 16, 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 November 25, 2024.
- 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 January 15, 2025. The Navico Reseller Reimbursement Claim Form is available at: <https://fs4.formsite.com/NavicoClaims/LowranceInstantSavingsBF/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.

Authorized Resellers can participate in the promotion by purchasing promotional SKUs at new lower prices from a participating Navico Group Wholesale Partner. Please refer to Navico Group wholesale partner for details.

### **Marketing Support:**

- Digital banner advertisements: Available November 11, 2024
- No advertisements or announcements in any form or media shall be made available to consumers before November 25, 2024.

Assets can be found by searching “Lowrance Black Friday 2024” on the [Navico Group Asset Bank](#).

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

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

### **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@navicogroup.com](mailto:oem-bb@navicogroup.com)
- International/Latin America – [international@navicogroup.com](mailto:international@navicogroup.com)
- National Retail – [retail@navicogroup.com](mailto:retail@navicogroup.com)
- Dealers/Distributors – [orders@navicogroup.com](mailto:orders@navicogroup.com)