

SB-338 / February 8, 2017

Please Note: Any information related to this announcement should not be publicly communicated until the start date of March 1, 2017.

Lowrance® 60th Anniversary Ultimate Upgrade Promotion Starts March 1

Lowrance Offers:	
When:	March 1, 2017 – May 31, 2017
Where:	U.S.A., Canada and Puerto Rico

Lowrance products included:	
Qualified Products	Promotional Offer
HDS Carbon or HDS Gen3 with the following: <ul style="list-style-type: none"> StructureScan® 3D Module and Transducer Pack 	Mail-in Rebate offer for a \$300 Visa® reward card
HDS Carbon or HDS Gen3 with the following: <ul style="list-style-type: none"> TotalScan™ Transducer Pack 	Mail-in Rebate offer for a \$200 Visa® reward card
Any of the following bundles: <ul style="list-style-type: none"> HDS Carbon (7, 9 or 12) StructureScan 3D HDS Gen3 (7, 9 or 12) StructureScan 3D HDS Carbon (7, 9 or 12) TotalScan HDS Gen3 (7, 9 or 12) TotalScan 	Mail-in Rebate offer for a \$100 Visa® reward card

Expected Lowrance Marketing Support:

- Digital rebate forms: Attached for your convenience and available online starting March 1 at [www.lowrance.com /en-US/specialoffers/](http://www.lowrance.com/en-US/specialoffers/)
- Printed rebate forms and product signage: Mailed prior to March 1
- Lowrance banner advertisements: Available February 20 with placement starting March 1

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

LOWRANCE ULTIMATE UPGRADE

To Qualify For and Receive Your Lowrance Visa® Prepaid Card:

- Purchase one of the qualifying products between March 1 and May 31, 2017 in the USA, CAN or PR
- Complete and mail this form by June 21, 2017
- Limit three rebate claims per household
- Include a dated copy of your register receipt/invoice
- Offer not valid with any additional Lowrance promotions
- Include the original UPC or EAN barcode from each eligible product box checked
- If the qualifying product(s) was acquired with the purchase of a new boat, provide a copy of the Bill of Sale itemizing the qualified product(s) installed, as proof of purchase.



Name (Print): _____

Street Address (Print): _____
(PO Boxes not accepted)

City (Print): _____ State: _____ Zip Code: _____

Phone: (____) _____ - _____ Retailer: _____

Email: _____

Check here to receive emails for future offers and promotions from Lowrance.

Signature: _____

Your product receipt or invoice must show that you purchased the eligible products between 3/01/17 and 5/31/17. Hand written invoices or sales receipts will not be accepted. The envelope containing your materials must be postmarked no later than 06/21/17. Proof of mailing does not constitute proof of delivery. Lowrance is not responsible for lost, late, illegible, misdirected or postage due mail. Materials submitted become property of Lowrance and will not be returned. If terms and conditions are not met, a prepaid card will not be sent. Keep copies of all materials submitted for your records. This offer is not valid for retailers or wholesalers. Requests from groups, P.O. Boxes, or organizations will not be honored. Offer limited to three prepaid cards per household. Offer cannot be combined with any other Lowrance offer. Offer valid only in the U.S.A., Canada & Puerto Rico. Void where prohibited, taxed or restricted by law. Fraudulent submission of multiple requests could result in federal prosecution under the U.S. Mail Fraud Statutes (18 USC, Sec on 1341 and 1342). Please allow 8-10 weeks, after receipt of reward request, for processing. If you do not receive your product or prepaid card within 8-10 weeks, you must call 1-866-652-9511 or visit myrebate manager.com no later than 08/31/17 or all rights hereunder will expire. This offer is subject to change or cancellation, at any time, without notice. Reward paid via a Lowrance Visa Prepaid Card in US Dollars. This card is issued by MetaBank®, member FDIC, NA pursuant to a license from Visa U.S.A. Inc. Cards are issued in connection with a loyalty, award or promotional program. Card issued in the name submitted on offer form and is not transferable; card cannot be issued to minors. Card does not have cash access and can be used everywhere Visa debit cards are accepted. Card valid for 6 months in addition to any remaining days in the month of issuance. Unused funds forfeit at midnight CST the last day of the month of the valid thru date, subject to applicable law. Card terms, conditions, and limitations apply.

ELIGIBLE PRODUCTS AND BUNDLES FOR PROMOTION

Check boxes below for Purchased Qualified Products

\$300 Prepaid Card

Purchase a StructureScan® 3D Module & Transducer Pack (PN: 000-12395-001) with any one of the following displays:

- | | |
|--|--|
| <input type="checkbox"/> HDS Gen3 7 display | <input type="checkbox"/> HDS Carbon 7 display |
| <input type="checkbox"/> HDS Gen3 9 display | <input type="checkbox"/> HDS Carbon 9 display |
| <input type="checkbox"/> HDS Gen3 12 display | <input type="checkbox"/> HDS Carbon 12 display |

\$200 Prepaid Card

Purchase a TotalScan™ Skimmer (PN: 000-12568-001) with any one of the following displays:

- | | |
|--|--|
| <input type="checkbox"/> HDS Gen3 7 display | <input type="checkbox"/> HDS Carbon 7 display |
| <input type="checkbox"/> HDS Gen3 9 display | <input type="checkbox"/> HDS Carbon 9 display |
| <input type="checkbox"/> HDS Gen3 12 display | <input type="checkbox"/> HDS Carbon 12 display |

\$100 Prepaid Card

Purchase any of the bundles below:

- HDS Carbon 7, 9, or 12" StructureScan®3D Bundle
- HDS Gen3 7, 9, or 12" StructureScan®3D Bundle
- HDS Carbon 7, 9, or 12" TotalScan™ Bundle
- HDS Gen3 7, 9, or 12" TotalScan™ Bundle

***Excludes Boat-in-Box bundles and refurbished models**

For a complete list of qualifying HDS SKUs visit:
www.lowrance.com/en-US/specialoffers

MAIL
REQUESTED
ITEMS TO:

Lowrance Rebates
Offer # 30120
P.O. Box 7210
Mesa, AZ 85216, USA

LOWRANCE®

Please keep copies of all materials submitted for your records. If you have not received your card after 8 - 10 weeks, please call: 1-866-652-9511 or visit www.myrebate manager.com. Reward cards do expire so please pay close attention to the "Valid Thru" date.

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