

No.656 / June 10, 2020

Please Note: Any information related to this announcement should not be publicly communicated until the start date of July 9, 2020.

Prices Reduced on Lowrance Elite-Ti² Fishfinder/Chartplotters

Effective July 9, 2020, Minimum Retail Pricing (MRP) on Elite Ti² fishfinder/chartplotters will be reduced as shown in the table below.

Part Number	Description	Price Reduction
000-14659-001	Elite 12Ti ² US/Can Nav+ with Active Imaging 3-in-1	\$300
000-14658-001	Elite 12Ti ² US Inland + Active Imaging 3-in-1	\$300
000-14662-001	Elite 12Ti ² US Inland, Medium/High CHIRP + Active Imaging 2-in-1	\$300
000-14653-001	Elite 12Ti ² US Inland, No Transducer	\$300
000-14649-001	Elite 9Ti ² US/Can Nav+ with Active Imaging 3-in-1	\$100
000-14652-001	Elite 9Ti ² US Inland, Medium/High CHIRP + Active Imaging 2-in-1	\$100
000-14648-001	Elite 9Ti ² US Inland + Active Imaging 3-in-1	\$100
000-15044-001	Elite 9Ti ² US/Can Nav+, No Transducer	\$100
000-14643-001	Elite 9Ti ² US Inland, No Transducer	\$100
000-14639-001	Elite 7Ti ² US/Can Nav+ with Active Imaging 3-in-1	\$50
000-14642-001	Elite 7Ti ² US Inland, Medium/High CHIRP + Active Imaging 2-in-1	\$50
000-14638-001	Elite 7Ti ² US Inland + Active Imaging 2-in-1	\$50
000-14635-001	Elite 7Ti ² US/Can Nav+ with HDI Transducer	\$50
000-15043-001	Elite 7Ti ² US/Can Nav+, No Transducer	\$50
000-14634-001	Elite 7Ti ² US Inland + HDI Transducer	\$50
000-14629-001	Elite 7Ti ² US Inland, No Transducer	\$50

For your convenience, a link to the Navico Price Protection Claim Form has been included below.

<https://fs4.formsite.com/NavicoClaims/PriceProtection/index.html>

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

If you need assistance with your username and/or login for the Customer Portal, please 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@navico.com
- International/Latin America – international@navico.com
- National Retail – retail@navico.com
- Dealers/Distributors – orders@navico.com