



LOWRANCE NEWSLETTER

JANUARY 2014

While the festive season is already just a happy memory, some lucky boaters are still on holiday and enjoying the long hot, summer days. As always, Lowrance is right there in the mix, maximising fishing experiences around the country.

Units to suit your unique requirements are available from your nearest dealer - so pop into the one closest to you.

**Please note that Lowrance South Africa in Durban is no longer open on Saturday mornings!**

### GORDONS BAY INSHORE CLASSIC (20 -21 December 2013)

Lowrance's Ricky Moss (Cape Liaison) attended this popular two day competition just before Christmas. He was kept busy during registration manning Lowrance's mobile stand which featured several units including the Elite-5 HDI, Elite-7 HDI, Elite-4 DSI, as well as a HDS-9 Touch and a selection of accessories.

Adding to the festive atmosphere during the skippers briefing was the announcement of a new category - a Crayfish Competition with a R10,000.00 prize at stake for the biggest catch! This proved to be quite a talking point over drinks and snacks that evening.

Day one saw an early start at 5am in perfect conditions though fishing was slow. Some boats brought in Snoek and Bottom fish, and quite a few Crayfish were weighed-in as well. Despite unfavourable winds on Sunday, anglers stoically braved the rough seas and were rewarded with an improvement in the weather resulting in several good catches.

Louis Bekker from Gordons Bay won Lowrance's Elite 5 X prize for the biggest Bottom Fish with his Jacopever. Everyone enjoyed the spit braai after the prize giving.



Lowrance could not be missed!



Ricky Moss assisted anglers and demo's units.



Ricky with Elite-5 prize winner Louis Bekker.

### ON THE MOVE



Dealers around the country can expect to see more of Mikala, Lowrance's National Sales Manager, who will be relocating to Durban in February 2014. While her regular visits to dealers in Gauteng, Mpumalanga, Limpopo and North West will continue every month, she will now also cover the KZN and Cape areas accompanying the local liaison personnel.

Her experience and knowledge of Lowrance products will benefit all our dealers, while adding an invaluable backup service to our current Dealer Liaison personnel.

Ricky Moss will remain the main contact person for the Western Cape, South-Eastern Cape and Northern Cape area and Andreas Weitendorf will cover KZN and surrounds.

### PRICING

While the good news is that Navico has lowered prices on selected items as of 01 January 2014, the deteriorating exchange rate unfortunately affected the pricing of the other units.

Lowrance South Africa always makes every effort to offer the best possible prices through our comprehensive dealer network countrywide - so keep checking in with your nearest dealer.

### NEW STOCK: SPOTLIGHTSCAN

Something to look forward to in the next couple of months! Lowrance's new SpotlightScan Sonar Trolling Motor Transducer is expected in the country in the second quarter of 2014.

Offering even clearer underwater views, the new sonar solution provides picture-like images of key fishing areas on compatible HDS Gen2\* or HDS Gen2 Touch Fishfinder/ Chartplotter displays.

Structure and fish targets are clearly pinpointed ahead and around your boat without disturbing key areas before you fish them. SpotlightScan Sonar also features DownScan Imaging™ and Broadband Sounder™ technology.

\*HDS Gen2 (non-Touch) models require the SonarHub™ module for compatibility with the SpotlightScan Sonar transducer.

\*\*SpotlightScan Sonar installation requires connectivity to a bow-mounted, cable-steer, foot-control trolling motor. Not for use with hand-steer or electric-steer electric trolling motors.



**For more information see the all-important video clip at the end of this newsletter!**

Or call Lowrance South Africa (031) 368 6649 or your nearest dealer.

## INSIGHT GENESIS LIVE!

Have you created your own maps with Insight Genesis? This is an online tool which allows you to create custom contour maps of your favourite fishing and boating grounds based on your own sonar log recordings.

You'll have access to state-of-the-art mapping features such as bottom hardness, vegetation layer overlays, trend analysis tools, online storage and backup of your maps.

To create custom maps you need to open an account with the Insight Store on <https://insightstore.navico.com> and purchase the mapping feature.



Part of Inanda Dam as recorded through Insight Genesis by John Easton.

Then activate the standard logging feature on any HDS Combo multifunction display to record data to an SD card. A PC application is used to upload the information to the Insight Genesis online cloud-based service, where it is converted into a map which is viewed online and downloaded, if you like what you see.

For more information contact John at Lowrance South Africa.

## DOLPHIN CORROSION BLOCK SPRAY



Keep a can of Corrosion Block spray handy at home, in the car and in your boat!

This useful problem solver loosens nuts and bolts, lubricates, cleans and displaces water, so it is great for starting wet engines. It is also a great moisture repellent for your Lowrance unit, ignition wires, electrical circuit boards, battery terminals and much more.

Price: R100.00 (incl. VAT)

## DEALER NEWS

Congratulations to Mario Nel, CEO of Silver Lake Marine in St. Francis Bay, who was delighted to win the Eastern Divisionals held at Wiggleswade Dam recently. His beautiful Bass weighing-in at 3.35kg, was caught at 1.30pm on the second day of the competition.

Mario was fishing with a black weightless Fluke Armershad soft bait in about 10ft of water, along the shoreline opposite the launch site.

He caught eight fish during the tournament, five of them on the final Sunday.



His Triton X20 Bass boat is fitted with a Lowrance HDS-7 Gen2, HDS-12 Touch and an Elite 5 HDI.

## WORLD OF FISHING

World of Fishing's new premises at 189 Beyers Naude Drive in Northcliff is attracting loads of attention as customers enjoy the new look and feel.

Colourful outdoor signage beckons anglers to come in and take a closer look, and Lowrance has pride of place visible right at the shop's entrance!



## GREAT FISHING

Willie Pretorius and Johan Burger (both from Dorado Skiboat Club) prove that they are more than "just" organisers of the Billfish 15000.



They also know how to catch fish! Look at this beauty – a 17kg Cuda they caught off the boat "Fish Buster" recently.

### SA WINS JUNIOR BASS CHAMPIONSHIP



South Africa's top junior Bass anglers excelled to win the international competition held at Clan William Dam in December 2013. Fired up for victory against a squad from Zimbabwe, our side pulled out all the stops to achieve the winning 185.74 points versus 142 points!

Jean-Michel Gravenor of Western Division (Cape) weighed-in the heaviest bag over the two days catching the maximum ten fish (five a day) totaling 9.98kg.

One hundred and eighty fish were caught and released during this event.

### EXCITING ASFN LINEUP FOR 2014

There's much in store for ASFN viewers this year with the first programme of the year being aired on Super Sport 8 on Monday, 13 January 2014, tune in at 7:30pm!

Interesting topics will include an informative insert by Mikala from Lowrance, covering the selection and installation of transducers for HDS units.

And more news is that, Silan Naicker (formerly of Lowrance SA) has bought into ASFN and is now a partner in the company.



### SPOTTED



Have you seen this Ace Glider 750, kitted with a Lowrance HDS 12 Touch, which is parked at Boating International in Cape Town?



This Lowrance-equipped SeaCat 520 was spotted at Atlantic Suzuki in Cape Town boasting an Elite-7 HDI and a Link-5 VHF radio.



Check this Linder 500 aluminium boat, kitted with an Elite-4 which is on display at Honda Marine Somerset West.

### JOHN'S TIP



John Minnie our Technical Fundi says:

People often ask me for training and instructional videos on how to use their Lowrance units.

Lowrance has a lot of videos on You Tube about all kinds of technical tips, including tips on the use of specific current models.

Just go to [www.youtube.com](http://www.youtube.com) and enter your model number, and all the relevant videos will be listed.

Training is also available via the [www.lowrance.com](http://www.lowrance.com) website.

## THIS MONTH'S YOUTUBE VIDEO CLIP

Link-up for important information from Lowrance.

SpotlightScan™ Sonar Video <http://www.youtube.com/watch?v=gfkDoyH1N7E>

Lowrance Brand Story Video <http://www.youtube.com/watch?v=XbD2Z0YXYA>



## FACEBOOK

Join us on Facebook for regular updates on products and news. SEARCH FOR LOWRANCE SOUTH AFRICA.



### Sales & sales support:

Ian Darwent	General Manager, Business Development (Africa)	082 909 5999 <a href="mailto:ian@lowrance.co.za">ian@lowrance.co.za</a>
Mikala Plotz	Sales Manager RSA. Dealer Liaison: Gauteng, Mpumalanga, Limpopo, North-West	082 566 0192 <a href="mailto:mikala@lowrance.co.za">mikala@lowrance.co.za</a>
Andreas Weitendorf	Dealer Liaison: KZN, Free State, North-Eastern Cape	071 150 0090 <a href="mailto:andreas@lowrance.co.za">andreas@lowrance.co.za</a>
Ricky Moss	Dealer Liaison: Western Cape, South-Eastern Cape, Northern Cape	072 258 4677 <a href="mailto:ricky@lowrance.co.za">ricky@lowrance.co.za</a>

### Technical & customer care:

John Minnie	Technical Manager	082 443 6738 <a href="mailto:john@lowrance.co.za">john@lowrance.co.za</a>
Renier Smith	Repairs & Customer Care	082 569 6871 <a href="mailto:stores@lowrance.co.za">stores@lowrance.co.za</a>

### Admin:

Lisbeth Plotz	Managing Director, Accounts	082 443 7406 <a href="mailto:liz@lowrance.co.za">liz@lowrance.co.za</a>
Tamara Robertson	Admin	031 368 6649 <a href="mailto:tamara@lowrance.co.za">tamara@lowrance.co.za</a>
<b>General Enquiries:</b>		031 368 6649 <a href="mailto:sales@lowrance.co.za">sales@lowrance.co.za</a>

Head Office Enquiries:  
T: 031 368 6649  
F: 031 368 6654 (Orders)  
E: [sales@lowrance.co.za](mailto:sales@lowrance.co.za)

359 Mahatma Gandhi Road (previously Point  
Durban  
4001  
[www.lowrance.co.za](http://www.lowrance.co.za)