



**LOWRANCE NEWSLETTER** **JULY 2014**

**DURBAN BOAT SHOW – (July 18th – 20th 2014)**



It's show-time in Durban the weekend after next and the Marina will be bursting with new and exciting products available for the coming summer season.

Come and join the crowd of excited boat lovers expected to pour in to view the great choice of magnificent sailing yachts, powerboats, jetskis, cruisers and fishing boats galore.

Swing by Lowrance's display stand in the main marquee which will feature all our HDS, Elite HDI and Elite Chirp GPS's and fishfinders. John, Mikala, Andreas, Liz and Clint will be there to help you navigate through the different choices.



Stroll the jetties in a festive atmosphere.

Accessories will include Boat Bog emergency boat repair solution, our brand new screen cleaner, neck buffs, clothing and other useful items. There'll be lots of on-water action with food stalls and a beer garden to add to the fun.

**Show times:** 9:30am – 5pm daily

**Tickets:** Adults R50.00

Senior citizens and children under 12: R30.00

**SHELLY BEACH COMPETITION**

What a contest! Simon Colley of Umkomaas is the delighted winner of the popular annual fishing tournament held at Shelly Beach last week. In a nail-biting finish (where the top three fish were separated by just a 100 grams), his 30.7kg Cuda took the competition, in the Mallards/Mercury Skiboat festival. Dolf Wucherpfennig snatched 2nd place with a 30.6kg Yellowfin Tuna.

Simon took home the first ever Cobra Cat 630 centre console with two Mercury 115's on trailer worth around R600 000. This stunner was an amazing sight - uniquely displayed in a swimming pool under the giant marquee! This was a spectacular way to show off the boat which was easy to inspect from all angles - an eye-catching focal point which had everyone buzzing with admiration.

The spectacular array of high quality prizes totaled around R1-million and among them was the second prize from Lowrance - an HDS-10 unit! John, Mikala, Andreas and Liz attended the registration and prize giving evenings and showed off the latest units available from dealers countrywide!

Mikala and John man the display stand at Shelly Beach.



Prize in a pool!



Mikala and John man the display stand at Shelly Beach



John and 2<sup>nd</sup> place winner Dolf Wucherpfennig with his prize from Lowrance - an HDS-10 Gen 2!

**GUINJATA BONANZA 2014**



They did it! Well done to Team Lowrance Gauteng who came home with a boat load of prizes after their successful stint in Mozambique - competing in the popular Guinjata Bonanza!

"Thanks to the outstanding Lowrance equipment we were right up there!" said Lyn Adams, our sponsored angler. Her enthusiastic team, skippered by Stefan du Plessis, finished on the top end of the leader board thanks to Brandon Swanepoel's 5.8kg Tuna (which won Top Junior spot) and Lyn claiming 2nd Lady Angler overall. Among others, she caught two big Tuna of 20 and 22kg's respectively. Team-mate Lynton Kruger released a Sailfish and lots of Bonnies.

Mark Warner's Team Magwana took top honours to win the coveted F200 skiboat with two Mercury 115hp outboards (from our dealer in Empangeni, Z-Craft).



There were lots of compliments on the awesome new boat wrap!



Winning team Magwana with their prize boat.



Mark's 38kg Wahoo.

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## SPECIES WINNERS

Good news from KZN fishing fanatics Daryl and Brett Barthos and Brett Challenor – they won the prestigious Species category at the Guinjata Competition.

After an awesome week of fishing off their Lowrance-equipped boat "Gone Fishin", the team scored a huge 2004 points to take the prize. This was a substantial win over their closest rivals "Lawerskaai" with 1017 points and in third place, "Queen Pine" with 1014 points.

Daryl was delighted and said: "Thanks again for the support from Lowrance. We used our HDS-8 to the max to find the fish. Without it we'd still be looking for fish!".



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## COOL ANGLER... COOL FISH!



Doesn't Brett Barthos look cool and well-protected sporting a Lowrance neck buff ... oh yes, let's not forget his fine Yellowfin Tuna catch!

Neck buffs are available from your nearest Lowrance dealer.

Price: R100.00 incl. VAT.

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## JUST IN!

### Lowrance Screen Cleaner:



We have launched our own locally-produced non-flammable screen cleaner which is available from your nearest Lowrance dealer.

The new organic, eco-friendly and biodegradable screen cleaner is the answer to those dirty screen problems. This special mixture leaves no residue or "streaks" on the screen, even in bright sunlight.

A quick spray from either the 50 or 100ml atomizer bottle, a gentle wipe with your Lowrance micro-fibre cloth and the marks are gone. The rest of the unit can also be cleaned with a quick spray and wipe.

Get yours now! It's available in two sizes:

50ml spray: R60.00 incl. VAT.

100ml spray: R90.00 incl. VAT.

### Boat Bog:

Don't forget to get your Boat Bog kit – the ideal emergency boat repair solution available from dealers countrywide. Boat Bog stops leaks fast!

This simple and effective repair kit is the instant answer to hull damage or leaks. In an emergency, Boat Bog can stop or significantly reduce the intake of water, giving passengers extra time to return to land or receive emergency assistance.

You'll find it at our stand at the Durban Boat Show.

View at <http://www.youtube.com/watch?v=24VaA07cev0>;

Price: R195.00 incl. VAT.



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## MAPPING WITH INSIGHT GENESIS



Another perfect day in Africa!

John and Mikala took advantage of the winter sunshine at a private dam recently doing



recordings to create high detailed contour maps using Insight Genesis.

Not only will the dam owners now have completely accurate depth readings, they will also be able to view bottom composition and vegetation.

As it turns out, the dam is much shallower than originally thought - vital information considering it is used largely for water-skiing purposes.

There's a slalom course and a ramp for jumping and boat drivers need to know possible danger zones for the safety of the skiers.

## THE BASS CHALLENGE

Avid Bass angler and Lowrance fan, Danny Creigh-Smith of Edenvale will "fish in a puddle, irrespective of the weather!". Sponsored by our Edenvale dealer, Peter Blatch of Latis Motor & Marine, he makes good use of his Lowrance HDS-7 Gen 2 unit in "Cast for Cash" and "Kiss my Bass" tournaments.



Danny is also a staunch supporter of The Bass Challenge! Bass anglers who fish from float tubes, kick-boats, pontoon boats, kayaks, inflatables and small bass boats (fitted with foot powered or electric Bass motors only) are encouraged to compete socially. More and more of these anglers are using Lowrance fishfinders.

Danny is still deciding which one to fit onto his new 14' boat powered by a trolling motor.



## GREAT CATCH

Congratulations to Lowrance-user Piet Burger who caught this awesome 3.3kg Bass, the heaviest fish caught in the Y-Bass competition held at Albert Falls recently.

This beauty was caught on a jig at a depth of 33ft and was found lurking in a structure which was easily identified using Lowrance's Structure Scan feature.

## DEALER NEWS

### ESCAPE BOATING



Our Gauteng dealer Neil Barker from Escape Boating in Benoni recently installed an HDS-7 and HDS-9 on their popular Crackleback Bass Boat, which will be used by the journalists from the Bass Angler magazine.

Look out for interesting articles on the boat and the Lowrance units scheduled over the coming months.

Escape Boating is also successfully expanding their sales into Europe, having recently exported four new Crackleback boats and there are more on the cards.

### CAMPING AND BOATING

Camping and Boating in Benoni is building a brand new Bass boat called "Hooker"! The demo model of this Mercury-owned boat is fitted with Lowrance Elite HDI-7 units and orders are pouring in. This "small boat which runs like a big boat" is catching the attention of Bass anglers around the country.

Clayton Krause says that eleven boats have already been sold and anglers can ask their nearest Mercury dealer for more information.



### BOATING INTERNATIONAL



Pop in to Boating International in Edenvale where their Lowrance display stand is being upgraded to feature the latest units including the new Elite Chirp range. Get the low down on which of these units will best suit your needs.

While you're there take a look at the new Hooker Bass Boat on their floor. Their Cape Town and Durban branches will also have one for viewing.



Also have a look at the imported Triton-range, which has been added to Boating International's impressive range of boat options.

Meanwhile Boating International KZN wowed dads on Father's Day with their Lowrance-



equipped boats on display at Ushaka Marine World in Durban.

### D7 BOATING



D7 Boating in Pongola uses their Lowrance-equipped Unique 530 skiboat for all their Skippers Training courses. Hundreds of skippers have learned to negotiate the surf at Sodwana on "Siyafunda" which appropriately means "we are learning".

Hansie Duvenhage says they run six – seven courses a year. Check their website [www.d7boating.com](http://www.d7boating.com) for more info on the next one

which will be held at the end of winter.

He says the surf is too calm before then – so buckle up chaps, you've got a month or so to steel the nerves! Hansie enjoys using the boat's Elite 7 HDI when he takes a break to go fishing.

### WINNERS USE LOWRANCE!

Congratulations to Japie Botha and Alwyn Badenhorst of Pretoria who recently won the Cast for Cash tournament at Rust de Winter Dam in Limpopo, with their five fishing weighing in at 5.92kg. Altogether 158 fish were weighed totalling 115.19kg.



Japie and Alwyn – with their winning fish at Rust de Winter dam.

Japie and his wife Elandi also had fun fishing the Tzaneen Classic recently, where they were placed 5th overall. As they could not practice for the tournament, they had to rely on where they thought the fish would be.

The Lowrance HDS-Touch proved to be the key to their success! "We could scan areas quickly and identify whether there were fish there or not. The unit's increased speed and user friendly interface made it very easy for me to work with" Japie said.

### JOHANNESBURG BOAT SHOW – NASREC (Aug 8th – 10th)



Save the date! Don't stress if you can't make the first of the national boat shows in Durban this month. You'll have another shot at viewing the latest from the boating industry at the Johannesburg Boat Show in August.

We'll be there with a full range of Lowrance units to view and test!

### SPOTTED



This Lowrance-equipped Rebel Bass boat has been spotted in Edenvale and at Cast for Cash competitions around Gauteng.



No doubt about the preferred electronics on this Yamaha-powered Bass boat spotted in Lynnwood Manor, a suburb of Pretoria.



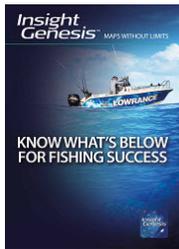
Look at those fish caught off this Lowrance-equipped boat from Durban Yamaha!



Honda Marine's new Raptor was on display at the Top Gear Festival in Durban recently.

### JOHN'S TIP

Many of you fish waters that are not mapped and you therefore don't really know what conditions you're fishing in and where most of the fish will be hiding. Of course some of you may fish waters that are already mapped but you might want to improve on them with greater detail (1ft intervals).



This month I would like offer our Lowrance users a reward for your loyalty - a FREE subscription to Insight Genesis valued at R1,000.00.

Insight Genesis is a software programme that allows you to view and record your sonar log and generate high-detailed contour maps from your recordings.

Please visit our website to read up a little bit more on [Insight Genesis](http://www.lowrance.co.za) (click to follow link). Email me at [john@lowrance.co.za](mailto:john@lowrance.co.za) to receive your code for your free subscription.

Please note that you need to own either an HDS Touch, HDS Gen 2 or an Elite HDI to work with Insight Genesis.



### THIS MONTH'S YOU-TUBE VIDEO CLIP

Click on this link to get to Lowrance's video library. The easiest way to learn how to use your unit. <http://www.lowrance.com/en-za/Support/Video-Library/>



### FACEBOOK

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



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