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Streamline the Boating Experience with CZone® Mobile

A complete digital platform service connecting OEM's brands directly with their customers

LOWELL, Mich. (September 27, 2022) – Navico Group brand CZone®, the world leader in intelligent digital switching, today announced the release of CZone® Mobile, a full turn-key cloud and mobile app solution made for boat builders to enhance the boating experience for their customers.

"Consumers want to engage with their boat's brand in an easy, streamlined way," said Kevin Steinbraker, VP and General Manager, Digital Systems at Navico Group. "CZone Mobile is helping OEMs provide that personalized experience on and off the boat."

The end-to-end digital platform service, inclusive of on-board IoT hardware, cloud integration, and branded mobile app, enables OEMs to deepen their relationship with customers by instantly delivering a personalized, branded app experience. CZone Mobile is more than a "remote control" for the boat. While providing features like monitoring boat location, engine data, battery and fuel levels, and bilge status, it also provides valuable instructional content, marine weather forecasts, trip tracking and more. The mobile app solution also unlocks powerful information for OEMs, and their dealers, using real-time telematic data accessible directly from the Cloud service or through a website portal. CZone Mobile is designed to seamlessly integrate with the Connect 1, a next generation telematics and Internet of Things (IoT) Hub due to be released in Q2 2023.

"We built this digital platform service so the OEM doesn't have to. We customize the app, from brand design to content, and even launch the branded app in the App stores for them," added Steinbraker. "Our solution also integrates their data directly into their systems, such as SalesForce, providing a direct relationship with their customers."

CZone Mobile is available in the Americas and has already been implemented by several boat brands including Boston Whaler, Sea Ray and Harris. The platform service is expected to be available in international markets in 2023.

To start your brand integration discussion, contact your Navico Group sales representative.

Key Features of CZone Mobile Include:

- End-to-end digital platform service enabling OEMs to strengthen their customer relationships through a branded experience
- Full configurable turn-key system inclusive of on-board IoT hardware, cloud integration and mobile app
- Local and remote system monitoring & control, as well as valuable instructional content, weather forecasting and more
- Powerful real-time data accessible directly from the Cloud service or website portal for

OEMs and their dealers

About CZone®:

CZone® is a part of Navico Group, a division of Brunswick Corporation's (NYSE: BC), and is the world leader in intelligent digital switching. CZone control and monitoring simplifies installation of electrical systems through the replacement of complicated and often cumbersome traditional wiring. CZone is perfect for marine and mobile applications and replaces switch panels with networked digital switching interfaces providing ultimate control of onboard electrical systems.

About Navico Group

A division of Brunswick Corporation (NYSE: BC), Navico Group is the world's leading supplier of integrated systems and products to industries ranging from marine to recreational vehicle and beyond. The Navico Group portfolio is comprised of industry-leading brands in power management, digital control & monitoring, networked devices, and marine electronics. Some of the many brands that make up Navico Group include: Ancor, Attwood, B&G, BEP, Blue Sea Systems, C-Map, CZone, Garelick, Lenco, Lowrance, Marinco, Mastervolt, MotorGuide, Progressive Industries, ProMariner, RELiON, Simrad, and Whale.