



Navico Group and Elettromedia Announce Strategic Partnership to Advance Integrated Marine Audio Experiences

CANNES, France (September 8, 2026) – Navico Group, a global leader in integrated systems and marine electronics and a division of Brunswick Corporation, today announced a strategic partnership with Elettromedia, the multinational group behind the Audison and Hertz audio brands, to create more seamless and connected onboard experiences for boaters worldwide. The collaboration is designed to help boat builders deliver high-quality, integrated marine audio solutions that work more intuitively with the broader vessel technology ecosystem.

“Navico Group is helping define the next generation of holistic onboard experiences, with premium audio becoming a more integrated part of the vessel technology ecosystem,” said Áine Denari, President, Navico Group and Chief Technology Officer, Brunswick Corporation. “By partnering with Elettromedia, we are combining Navico Group’s leadership in electronics, digital controls and vessel integration with Elettromedia’s deep knowledge of audio to help OEM customers deliver more differentiated, intuitive and immersive experiences for boaters around the world.”

The partnership combines Navico Group’s expertise in marine technology, digital controls and vessel integration with Elettromedia’s decades of audio engineering excellence. Together, the companies will collaborate to deliver more seamless integration between onboard audio systems, multifunction displays, and vessel technologies, providing OEM partners and boaters with smarter, more connected experiences on the water.

As part of the agreement, Audison and Hertz will become Navico Group’s preferred audio brands, while Navico Group’s portfolio of brands will serve as Elettromedia’s preferred multifunction display platform for marine applications. Together, the companies will support boat builders worldwide with premium, seamlessly integrated onboard solutions. The partnership is intended to complement the companies’ existing commercial

relationships and provides flexibility for both organizations to continue working across the broader marine ecosystem. This collaboration will help deliver a more connected and immersive on-water experience through closer alignment of marine electronics and onboard audio systems.

"The moments people remember from a day on the water always have a soundtrack," said Pietro Pantaleone, President, Elettromedia. "Making that soundtrack sound alive is what we have done for more than forty years, so that music keeps all of its emotion wherever people listen to it. What changes now is integration: together with Navico Group, we can shape a new concept of audio solution, where the audio system and the intelligence of the vessel are designed as one. Boat builders gain a complete system instead of components to be matched, and their customers gain a boat where music becomes part of the immersive experience from the moment they step on board."

For more information about Navico Group and its portfolio of brands, visit navico.com. For more information about Elettromedia, visit elettromedia.com.

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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, Lenco, Lowrance, Marinco, Mastervolt, Progressive Industries, ProMariner, Simrad, and Whale.

About Elettromedia

Founded in 1987 in Potenza Picena, Italy, Elettromedia is a multinational group specialised in the development and manufacturing of integrated audio solutions for the automotive, marine, powersports and professional audio markets. The group is made up of Elettromedia S.p.A. in Italy, Elettromedia Corporation in the United States and Lavoce Italiana in China. Through its brands Audison, Hertz and Lavoce it operates in 72 countries, with a vertically integrated structure spanning research and development, production, logistics, sales and after-sales service. Its Italian design and engineering centre, dedicated to electroacoustic and electronics research and development, has set international benchmarks in sound quality for almost four decades.