



Customer Bulletin

Bulletin No: 23-1012

Date: October 12, 2023

Attn: Airmar Customers

Subject: Airmar Increased
Capacity

Effective: Immediately

Airmar Achieves Remarkable Capacity Expansions and Delivery Improvements

It's been just three years since Airmar Technology, along with the entire marine industry, faced unprecedented challenges due to the global pandemic. At that time, demand was soaring, and essential components were scarce, requiring manufacturers to be resourceful and decisive. Airmar rose to the occasion, securing essential raw materials and expanding our workforce, resulting in the highest productivity levels in our company's history.

Over the last two years, Airmar has not only established itself as a leading innovator of ultrasonic products, but has evolved into a world-class, high-volume manufacturer. Numerous initiatives have increased our capacity, ensuring that we can meet our customers' record demand for best-in-class transducers. What was once a two-year backlog for products has transformed into a situation where inventory is readily available, thanks to the dedication and hard work of our staff and partners.

"Product line capacity has increased up to five times what it was at the beginning of the pandemic. Our company's infrastructure, supply chain improvements, and hiring efforts, have transformed us into a leaner, more efficient operation." explains Matthew Boucher, COO of Airmar Technology. Jennifer Matsis, Airmar's Vice President of Sales and Marketing, adds that, "With the exception of a few models, our OEM customers and wholly owned subsidiaries are now maintaining robust inventory of our broad line of transducers."

In addition to expanding our production capacity, Airmar has maintained a strong focus on innovation and product quality. In the coming months we will introduce our new Medium Ultra-Wide, Chirp-ready transducer models, featuring an exciting new array design delivering a broad 70° beamwidth. Our wide-beamwidth family of transducers offers maximum coverage under the boat, setting us apart from other manufacturers. This product launch will support the increasing demand we've seen for our high-wide models.

While other transducer manufacturers may tout similar frequencies and beamwidths, they often lack the performance to deliver on their promises, leaving customers dissatisfied.

Airmar transducers continue to set the standard for the highest quality construction and performance. Our Chirp-ready transducers all meet the strict Q value of 3 or under, resulting in bandwidth of up to 100 kHz and unsurpassed resolution of targets in the water column, including fish holding tight to the bottom or structure.

Airmar continues to lead the way, unwavering in our commitment to our customers through product innovation, quality, strong brand recognition, and a robust supply chain, a legacy we've upheld for four decades.

We want to express our heartfelt gratitude for your ongoing support and trust in Airmar Technology. We look forward to continuing to serve you with top-notch products and service excellence.