



PREPARED TO SURVIVE

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ACR Electronics Launches Global Safety Campaign and asks "Are you Prepared to Survive?"

ACR Electronics urges boaters to better equip for emergencies through *Prepared to Survive* campaign

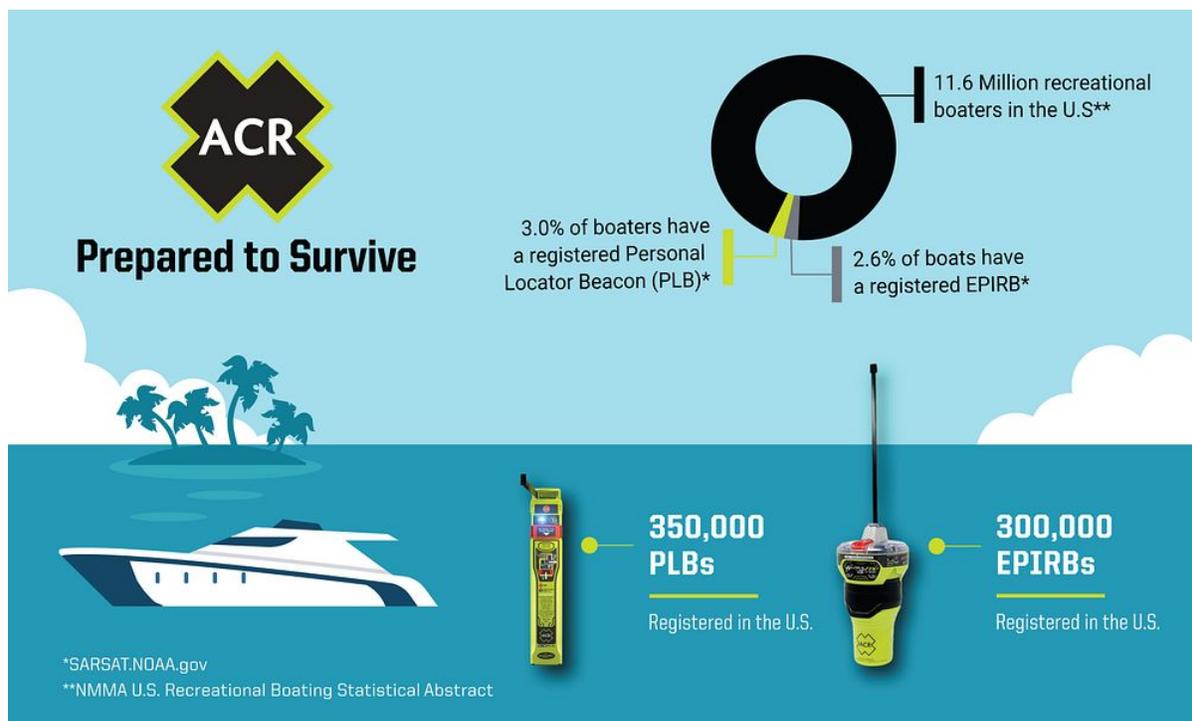
Fort Lauderdale, FL – [ACR Electronics](#) a leading manufacturer of maritime safety equipment specializing in Emergency Position Indicating Radio Beacons (EPIRBs), Personal Locator Beacons (PLBs), and electronic flares, is

proud to announce the launch of its ***Prepared to Survive*** campaign. This global initiative aims to improve safety standards across the maritime industry and significantly enhance the survival chances of the boating community from professional to recreational water-users worldwide.

In maritime emergencies, rapid response is crucial. EPIRBs and PLBs are vital tools that transmit distress signals, providing rescuers with precise location information. PLBs offer location accuracy within approximately 300 feet and enable nearly instant search and rescue notifications upon activation.

Regulations around the usage of these emergency devices vary significantly around the world and while most coastguard agencies strongly recommend carrying equipment such as a PLB or EPIRB, it's not yet mandatory within the recreational sector. The importance of carrying and properly registering EPIRBs and PLBs to enhance safety and facilitate efficient rescue operations in maritime emergencies is a message that ACR wants to spread far and wide amongst boaters and the boating community.

Despite their life-saving potential, a concerning portion of the US boating community lacks this essential equipment. According to recent data provided by [SARSAT](#), approximately 300,000 EPIRBs and 350,000 PLBs are registered in the U.S. Considering the significant number of recreational boaters in the U.S., which [Statista](#) estimates to be over 11.6 million, these figures suggest that only 2.6% of boats have a registered EPIRB, and 3.0% of boaters have a registered PLB - an alarming indication to the critical gap that currently exists in boating safety practices.



ACR Electronics' offers the most up to date devices which are widely available online and through its global network of distributors at relatively low-cost prices. The ***Prepared to Survive*** campaign seeks to educate boaters and seafarers into understanding that safety is not an option but a necessity, and by being prepared in carrying this life saving equipment, the chances of survival are significantly enhanced.

Last May five fishermen whose boat sank during a fishing tournament off the coast of Mississippi, were rescued after the coast guard located them following activation of their PLB after a 4-hour ordeal drifting in the vast waters. The rescue was only made possible by one of the fishermen grabbing a ditch bag containing life vests and an ACR ResQLink 400 PLB.

The experienced fishermen had never previously carried a PLB but due to a last-minute offer from one of the crew's girlfriends to take her PLB on the trip, this facilitated the successful rescue. Easton, one of the crew aboard the sunken vessel said; "I've not had to use one before but thank God we had it, otherwise no-one would have looked for us until after dark. My advice would be to get a PLB device and a coastguard approved lifejacket. We didn't do everything right, but we did enough to stay alive. This can happen to anybody, you won't always expect it, but you need to be prepared for it.

Keep your EPIRB or PLB somewhere that's easy to get to," he encouraged "and be prepared, it's no joke out there. We want to help save as many lives

as we can with this message.”

Mikele D’Arcangelo, Vice President of Global Marketing and Product Management commented; “Despite the validating statistics which show that by carrying an EPIRB or PLB your chances of survival are significantly improved, there is still an alarming number of boaters who are under prepared for an emergency at sea situation.

We need to drastically change the adoption rate on a global scale, and we are pushing for a change through education - this is vital not optional equipment. We work alongside coast guard agencies and other maritime safety organizations to urge all sea-users to prioritize safety by equipping themselves with reliable emergency distress beacons. By doing so, we can work together to reduce response times in emergencies and save lives at sea.”

The ***Prepared to Survive*** campaign seeks to raise awareness through educating boaters about the life-saving benefits of EPIRBs and Personal Locating Beacons in creating vastly enhanced search and rescue methods. ACR advocates for the widespread availability of emergency beacons to ensure all boaters can access this essential safety equipment easily.

ACR will also use the campaign to promote the message regarding the proper use and maintenance of emergency beacons as well as collaborating with international maritime authorities to establish and improve safety standards mandating around the use of EPIRBs and PLBs on all vessels, both recreational and commercial.

For more information about the available products and ACR Electronics, please visit www.acrartex.com.

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About ACR Electronics, Inc.

As a world leader in safety and survival technologies for over 65 years, ACR Electronics, Inc. designs and manufactures cutting-edge rescue distress lights and survival equipment for the marine, outdoor, aviation and military

markets. ACR Electronics marine and outdoor products are engineered to work in all conditions when needed the most and include Emergency Position-Indicating Radio Distress lights (EPIRB), Personal Locator Distress lights (PLB), Search and Rescue Transponders (SART), VHF, two-way satellite communication devices, Automatic Identification Systems (AIS), Man Overboard (MOB), emergency lights, search lights, and other associated safety accessories.

ACR Electronics operates within the ACR Group of companies, which spans a portfolio of brands including Bivy, ARTEX, Ocean Signal, United Moulders Ltd (UML), SKYTRAC Systems, Flight Data Systems, Latitude Technologies, NAL Research, and FreeFlight Systems. ACR Electronics is the foremost development center for emergency distress lights that are designed with one purpose: to save lives. For more information go to www.ACRARTEX.com.

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