



Luremasters predator fishing competition is open to all European fishing enthusiasts

Jul 24, 2017 10:00 BST

Raymarine: Raymarine sponsored Luremasters Tournament on Course to be a Sell-Out

As headline sponsor of Luremasters, one of Europe's fastest growing recreational boat fishing competition, Raymarine urges recreational fishing fans to sign up quickly

VELP, NETHERLANDS – 18 July 2017 – Raymarine, a brand by FLIR Systems and the headline sponsor of the Luremasters fishing tournament in the Netherlands, has today announced that this year's tournament has attracted a

big response from the predator sport fishing community across Europe. Following the success of its inaugural event in last year, Luremasters 2017 will take place 14-17th September.

As one of the world's most prominent suppliers of fish finding technology, Raymarine is a firm advocate of tournaments such as Luremasters and its role as title sponsor demonstrates its continued commitment to this popular sport.

The three lake Luremasters tournament has grown from 15 teams to 60 in just one year, a clear indication of the demand for an event like this in Europe. The teams will compete over three days on the lakes of Haringvliet, Hollands Diep and Volkerak. Located in the beautiful Dutch Delta in south-west Netherlands, which is famous for its natural beauty and a magnet for fishermen, the area's expansive lakes are widely regarded as one of the last strongholds for large predatory fish. Perch, Zander and Pike are prevalent and are the three species of fish that competitors will need to catch for points.

Gregoire Outters, Vice President and General Manager of FLIR Maritime said, "Raymarine's commitment to the sport of predator fishing is well known. As headline sponsor of Luremasters, our objective is to appeal to fishermen of all levels, from grass roots to the more competitive. Once again, the organisers have kept the format simple and the entry fees low to encourage entrants of all abilities to participate."

Raymarine has joined main event sponsors, Crestliner, Yamaha and Pega to offer the ultimate boat fishing prize to the winning team who will take away Raymarine's powerful new Axiom 7" multifunction display with RealVision 3D™, a Crestliner Discovery 1650 Tiller, one of Europe's most popular aluminum fishing boats, a Yamaha F40 electric fuel injection outboard and a PEGA V-Liner 750/540 trailer.

As an open event with an entry fee of just €350.00 per team, Luremasters is a fishing competition for everyone. With just a few places left, the organisers are urging anyone wishing to enter to do so now at <http://www.luremasters.nl/20/event-2017-info/>

#####

Event hashtag: #Luremasters17

Media contacts:

Raymarine:

Ruud Heijsman

FLIR Systems

+32 3665 5100

ruud.heijsman@flir.com

Karen Bartlett

Saltwater Stone

+44 (0) 1202 669 244

k.bartlett@saltwater-stone.com

Luremasters:

Alex Boom

+31 (0)6 23264871

alex.boom@vipmedia.nl

About FLIR Systems, Inc.

Founded in 1978 and headquartered in Wilsonville, Oregon, FLIR Systems is a world-leading maker of sensor systems that enhance perception and heighten awareness, helping to save lives, improve productivity, and protect the environment. Through its nearly 3,500 employees, FLIR's vision is to be "The World's Sixth Sense" by leveraging thermal imaging and adjacent technologies to

provide innovative, intelligent solutions for security and surveillance, environmental and condition monitoring, outdoor recreation, machine vision, navigation, and advanced threat detection. For more information, please visit www.flir.com and follow [@flir](#).

About Raymarine:

Raymarine, a world leader in marine electronics, develops and manufactures the most comprehensive range of electronic equipment for the recreational boating and light commercial marine markets. Designed for high performance and ease of use, the award-winning products are available through a global network of dealers and distributors. The Raymarine product lines include radar, autopilots, GPS, instruments, fishfinders, communications, and integrated systems. Raymarine is a division of FLIR Systems, a world leader in thermal imaging. For more information about Raymarine please go to www.raymarine.com.