



***For Immediate Release  
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**Contact: *Mark Reedenauer  
Product Marketing Manager  
Airmar Technology Corp.  
603.249.7103***

**AIRMAR INTRODUCES NEW, 1 kW, TRANSOM- MOUNT TRANSDUCERS**

**TM258, TM260, and TM270W Bring Superior Sounding to Larger  
Outboard and Inboard/Outboard Sport fishing Boats**

**Milford, New Hampshire (March 31, 2009)**—Leading transducer innovator, Airmar Technology Corporation, has introduced three, 1kW models that take transom-mount transducers to a higher level of performance. The **TM258, TM260, and TM270W** will help serious fishermen get the best performance from virtually all 600 W or 1 kW sounders.

This trio of transom-mounts delivers crystal-clear, bottom imaging at speeds up to 40 knots. They are designed for easy installation on outboard and inboard/outboard powered vessels with transom angles from 2 to 20 degrees. Each model features a kick-up bracket that locks in the up position—without damaging the transom if the transducer gets struck by an object. Airmar's fast-response, water-temperature sensor, designed to quickly relay even the slightest changes in surface temperature, is standard. This lets skippers concentrate fishing efforts around temperature breaks that harbor bait and gamefish.

The **TM258** model is the entry-level, 50/200 kHz transducer for all types of inshore and offshore fishing. The internal construction is based on the popular, B258 thru-hull. With an elliptical beam that covers a large bottom area, the TM258 shows excellent detail when trolling inshore and offshore or when used for bottom/structure fishing in waters up to 1,600 feet deep.

The **TM260** model is a top-of-the-line, broadband transducer with a wide 19-degree beam at 50 kHz and a narrow 6-degree beam at 200 kHz. Its internal construction is based on the popular, B260 thru-hull. This model is the wide and narrow beam choice for blue-water and bottom fishermen alike. The 50 kHz array is best for blue-water trolling and deep-water wreck fishing. The broadband, 200 kHz ceramic pulses a focused, narrow beam with excellent target separation between individual fish and the seabed for bottom fishing at depths from 5 to 300 feet.

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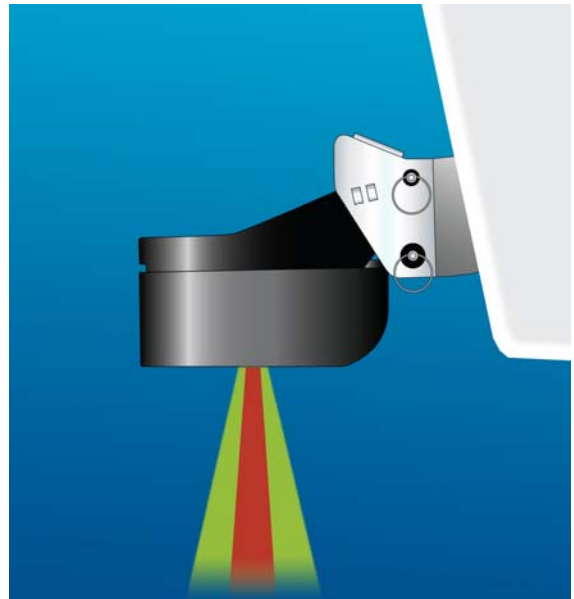
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The **TM270W** model takes Airmar's SS270W, wide-beam, dual-frequency performance and brings it into the realm of transom-mounts. With identical, 25-degree beams at 50 kHz and 200 kHz, the superior ability to mark bait and gamefish in shallow to mid-water depths makes the TM270W great for marlin and tuna fishing offshore. The TM270W's wide-beam also excels at marking baitfish and trolling gear when downrigger fishing in salt-water or deep-water lakes. Its vast, bottom coverage in shallow to mid-water also makes the TM270W ideal for finding wrecks and structure when vertical jigging, allowing fishermen to put their jigs in the strike zone.

To learn more about the new, 1kW transom-mounts—or the full-line of transducers and sensors—contact Airmar Technology Corp., 35 Meadowbrook Drive, Milford, NH 03055. Telephone: (603) 673-9570. Or visit the company's informative website at [www.airmar.com](http://www.airmar.com).

### Pricing & Availability

Availability: April 2009  
Estimated Retail Price: TM258—\$795, TM260—\$995, TM270W—\$1195



High-Resolution Images Available—email [mreednauer@airmar.com](mailto:mreednauer@airmar.com)

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