Minn Kota Introduces One Seamless Fishing System Powered with Humminbird Imaging

The new Minn Kota brings Humminbird Imaging into one brand, uniting trolling motors, fish finders, navigation and shallow water anchors for anglers.

RACINE, WI, UNITED STATES, October 6, 2026 /EINPresswire.com/ -- Minn Kota® today introduces the most significant expansion in its history with a new, seamless fishing system, powered with Humminbird ImagingTM.
Minn Kota and Humminbird have been partners for decades, helping anglers find fish and stay on them with precise boat control. Together, they create one fishing system that is now known by one name: Minn Kota.

The new Minn Kota takes a holistic approach to integrating product categories, allowing anglers to focus more on the fun of fishing, and less on managing complex, disconnected equipment.

“By bringing together two of the most trusted names in fishing, we are delivering one integrated system that makes technology simpler and the on-water experience better so anglers can stay focused on what matters: fishing. We are a fishing company, and as we move our business forward, every decision is made with anglers in mind.”

- Khalaf M. Khalaf, Sr. Group Vice President, Fishing, at Johnson Outdoors

Powered with Humminbird Imaging

Humminbird will live on within Minn Kota as Humminbird Imaging, bringing its trusted sonar and imaging technology to power not only the new Minn Kota fish finders, but a full-boat fishing system.

As a result, what Minn Kota fish finders see, its trolling motors will do, turning sonar and

mapping information into intuitive navigation and precise boat positioning. Everything works together to help anglers enjoy more of every moment on the water.

Existing Humminbird products will continue to be supported under the new Minn Kota brand. Compatible current-generation products, including Humminbird XPLORE™, APEX™ and SOLIX™ G3 fish finders, can receive software updates that bring new Minn Kota system capabilities to the equipment they already own.

Focused on the Fun of Fishing

As fishing technology has grown more powerful, it has grown more complex. The new Minn Kota exists to make the whole experience feel intuitive again, with technology that's easier to see, use and trust.

Minn Kota has always operated as a fishing-first brand. New products and innovations start with the angler and an understanding that their time on the water is precious—so their focus should be on fishing.

"Anglers get on the water to catch fish, spend time with family and friends, challenge themselves, and have a great time− not to manage technology. By building a simpler, more seamless system, we're making our technology more intuitive, so anglers can focus less on managing their gear and more on fishing."

- Betsy Radue, Director, Fishing Brand Management at Johnson Outdoors

Each product and innovation that the new Minn Kota is bringing to market is designed to simplify the boat and enhance performance to enable a more enjoyable fishing experience.

New Products and Innovations Available Beginning October 6, 2026

New products:
- Minn Kota X Series™ Fish Finders and Navigation: Offered in 7-, 9-, 10-, 12- and 16-inch models, including new 7- and 16-inch screen sizes.
- A new generation of Minn Kota trolling motors: Including Ultrex™, Ulterra®, Terrova®, Riptide Terrova®, Riptide Instinct™, PowerDrive™ and Riptide Powerdrive™.
- Minn Kota Maps: Built on the trusted data of LakeMaster®, Minn Kota Maps enable anglers to understand the water, plan smarter, navigate confidently and stay on fish
- Minn Kota Fishing App: Provides control of trolling motors, fish finders, shallow water anchors and mapping on and off the water. Replaces the One-Boat Network App.

New integrated-system capabilities:
- Draw & Navigate™: Use a finger to draw a course on a Minn Kota fish finder, and the trolling motor will automatically follow.

- Wireless integration: Compatible Minn Kota fish finders and trolling motors communicate without requiring an Ethernet cable between them.
- Intelligent Depth Control™: The system monitors changing depth conditions and helps keep the boat and equipment out of shallow or potentially hazardous water.
- Improved Spot-Lock®: Enhancements provide up to a 50% tighter hold on compatible trolling motors, compared to previous Minn Kota trolling motor models.
- Instant-response steering: Compatible electric-steer brushless motors provide a faster, more familiar and more responsive steering experience, with a new foot pedal.
- Integrated shallow water anchor control: Anglers can operate Minn Kota shallow water anchors from new Minn Kota trolling motors, fish finders, or the Minn Kota Fishing App.
- System command through the Minn Kota Fishing App: The management of Minn Kota trolling motors, fish finders, shallow water anchors, maps and waypoints is right at an angler's fingertips.

These innovations eliminate unnecessary steps between seeing information and taking action. Anglers can draw a route, respond to depth changes and coordinate boat positioning through one seamlessly integrated fishing system.

Innovations Available Beginning Early 2027

The new Minn Kota fishing system will further expand in January and beyond. Additional products set to launch in 2027 include:
- Minn Kota A Series™ Fish Finders
- Minn Kota Terrova® QUEST™ and Riptide Terrova QUEST™ Trolling Motors
- Minn Kota Live Sonar™
- Minn Kota 360 Imaging™

To learn more about the new Minn Kota, visit Minn Kota Fishing.

About Minn Kota
Minn Kota® is a fishing-first electronics brand from Johnson Outdoors. Engineered by anglers, for anglers, Minn Kota brings the world's leading trolling motors together with fish finders, advanced sonar, mapping, navigation, and shallow water anchors, along with a leading line of controlled-depth downrigger products and accessories by Cannon®.

About Johnson Outdoors
JOHNSON OUTDOORS is a leading global innovator of outdoor recreation equipment and technologies that inspire more people to experience the awe of the great outdoors. The company designs, manufactures and markets a portfolio of winning, consumer-preferred brands across four categories: Watercraft Recreation, Fishing, Diving and Camping. Johnson Outdoors' iconic brands include: Old Town® canoes and kayaks; Carlisle® paddles; Minn Kota® trolling motors, shallow water anchors and battery chargers; Cannon® downriggers; Humminbird® marine electronics and charts; SCUBAPRO® dive equipment; and Jetboil® outdoor cooking systems.

Justin Brouillard
Gunpowder, Inc.

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