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FORERUNNER® 55 EASY-TO-USE GPS RUNNING SMARTWATCH

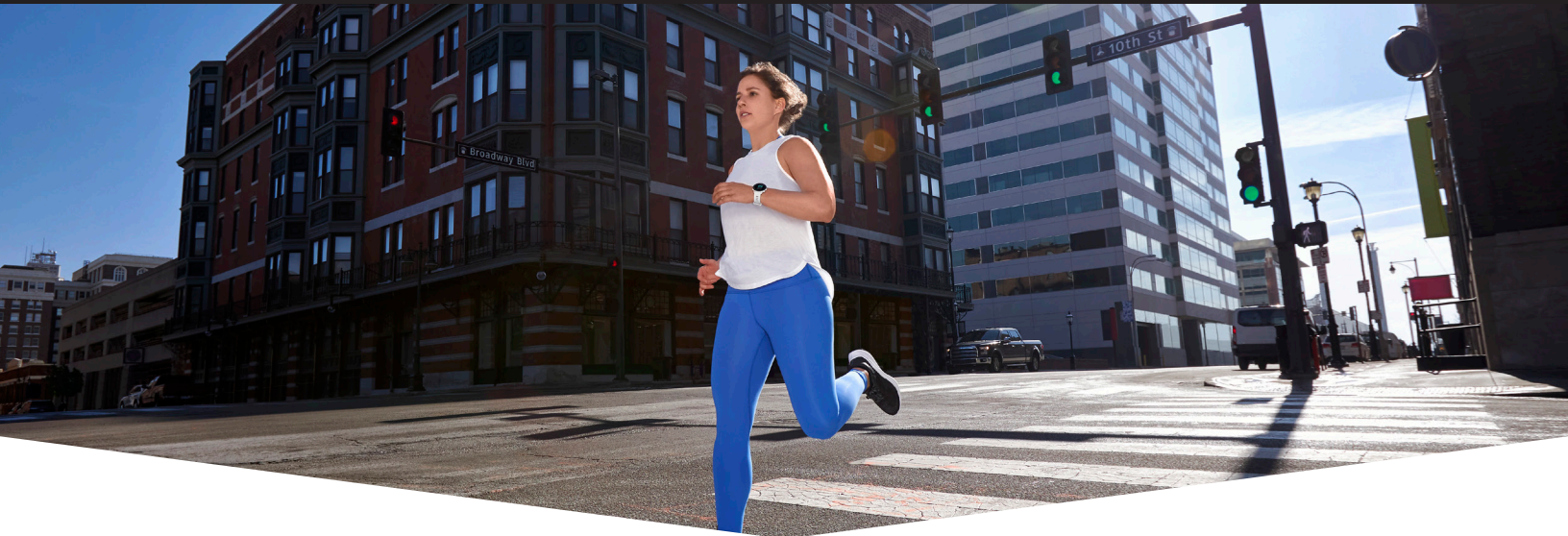
NEW PRODUCT ANNOUNCEMENT

OVERVIEW | FEATURES | COMPARISON | CONFIGURATIONS
SPECIFICATIONS | MERCHANDISING

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MARKETING MEMO

June 2, 2021



PRODUCT OVERVIEW:

See yourself as a runner. Forerunner 55 is an easy-to-use GPS smartwatch designed for people of all skill levels — especially those new to running — to track their stats and achieve their fitness goals. With the simple press of a button, a user can start their run or walk and track their time, distance, speed, pace and heart rate data¹ right from their wrist. Forerunner 55 also offers detailed running data, daily suggested workouts, additional built-in sports apps and more. Forerunner 55 is now available in conjunction with Global Running Day, an annual celebration of the sport of running that encourages beginners to make a life-changing commitment to running.



EVERYDAY FEATURES:

	TRACK YOUR RUN	With the simple press of a button, a user can start their run or walk and track their time, distance, speed, pace and heart rate data ¹ right from their wrist.
	BUILT-IN GPS	Easy-to-use running watch uses GPS to track how far, how fast and where you've run.
	FITNESS TRACKING	All-day activity tracking counts steps, calories, sleep and more ¹ .
UPDATED	BUILT-IN SPORTS APPS	Track all the ways you move with built-in activity profiles for running, cycling, track run, virtual run, pool swim, yoga, breathwork and more.
UPDATED	WELLNESS TRACKING	Tune in to your body with advanced wellness features, such as intensity minutes, fitness age, stress tracking, hydration tracking and more ¹ .
NEW	WOMEN'S HEALTH TRACKING	Use the Garmin Connect™ app to track your menstrual cycle or pregnancy. Log symptoms, get exercise and nutrition education, and more. Even see and log details on your wrist.
UPDATED	INTENSITY MINUTES	See when during the day you earned intensity minutes from moderate and vigorous physical activity.
UPDATED	FITNESS AGE	This feature uses chronological age, resting heart rate and other factors to estimate if your body is younger or older than you are. Age is just a number, after all.
	BODY BATTERY™	Body Battery energy monitoring uses collected data to gauge your energy reserves at any moment, so you can plan your day to optimize times for activity and rest.
	SAFETY AND TRACKING FEATURES	If you feel unsafe or if your watch senses that an incident occurred, assistance and incident detection features send a message with your location to emergency contacts ² .
	GARMIN CONNECT APP	Garmin Connect is an online community where people can connect and compete by joining challenges, encourage each other's successes and share triumphs via social media. Garmin Connect is free and available on your compatible smartphone with the Garmin Connect app.
	BATTERY LIFE	Up to 2 weeks in smartwatch mode or 20 hours in GPS mode.

RUNNING FEATURES:

	GARMIN COACH	These free adaptive running training plans feature guidance from expert coaches and adapt to you and your goals. Workouts sync right to your watch.
NEW	DAILY SUGGESTED WORKOUTS	Take the guesswork out of running with suggested workouts of varying intensities based on your training history, fitness level and recovery time.
NEW	PACEPRO™ TECHNOLOGY	Plan your race day strategy with the PacePro feature, which offers GPS-based pace guidance for a selected course or distance in the Garmin Connect app.
NEW	FINISH TIME	Want some guidance to help you meet your goal? Select a distance for your run, and you'll be able to see a data screen that shows your estimated finish time.
NEW	RECOVERY TIME	Giving your body time to recover between training sessions is crucial. After each workout, the built-in recovery time will let you know how long to rest before another big effort.
NEW	RACE PREDICTOR	Run your best with helpful training tools, including race time predictions and finish time estimates.

Smart Notifications¹



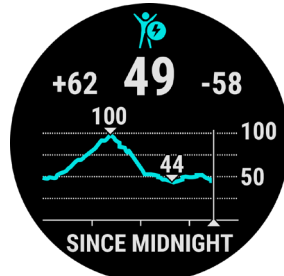
Run Activity



Garmin Coach



Body Battery



Daily Suggested Workouts



PRODUCT COMPARISON:

FORERUNNER 45



FORERUNNER 55



FORERUNNER 245 MUSIC



FORERUNNER 745



Workouts

Garmin Coach (ATP)	•	•	•	•
Run	•	•	•	•
Cycle	•	•	•	•
Swim		Activity profile	•	•
Strength			•	•
HIIT		Activity profile		
Cardio	Activity profile	Activity profile	•	•
Training plans	•	•	•	•

Running Features

Alerts	•	•	•	•
Time	•	•	•	•
Distance	•	•	•	•
Pace/speed	•	•	•	•
Heart rate ¹	•	•	•	•
Run/walk	•	•	•	•
Cadence	•	•	•	•
Lap	•	•	•	•
Intervals	•	•	•	•
Metronome			•	•

Safety and Tracking²

Live tracking	•	•	•	•
Auto start live tracking	•	•	•	•
Assistance ² (via phone)	•	•	•	•

Connect IQ™ Store³

Watch faces	•	•	•	•
Data fields		•	•	•
Apps		•	•	•
Music apps			•	•
CIQ widgets		•	•	•

Battery Specs

Battery life - smartwatch mode	Up to 7 days	Up to 2 weeks	Up to 7 days	Up to 7 days
Battery life - GPS mode	Up to 13 hours	Up to 20 hours	Up to 24 hours (w/o music)	Up to 16 hours (w/o music)

PRODUCT CONFIGURATIONS:

SCHEDULE B: 8517620050
HTS: 8517.62.0090

FORERUNNER 55



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
Available Now	Forerunner 55, power/data cable, documentation	Made in Taiwan.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Black	010-02562-00	753759279608	\$199.99	\$259.99

FORERUNNER 55




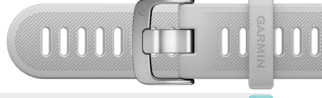



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
Available Now	Forerunner 55, power/data cable, documentation	Made in Taiwan.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
White	010-02562-01	753759279615	\$199.99	\$259.99

FORERUNNER 55



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
Available Now	Forerunner 55, power/data cable, documentation	Made in Taiwan.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Aqua	010-02562-02	753759279622	\$199.99	\$259.99

COMPATIBLE ACCESSORY:

ADDITIONAL ACCESSORIES	SKU	UPC	MSRP	DESCRIPTION	IMAGE
Forerunner 55 - Black	010-11251-9P	753759281823	\$29.99	Stay stylish and sport-ready by swapping out your compatible watch band for a new color on compatible models.	
Forerunner 55 - White	010-11251-9Q	753759281830	\$29.99	Stay stylish and sport-ready by swapping out your compatible watch band for a new color on compatible models.	
Forerunner 55 - Aqua	010-11251-9R	753759281847	\$29.99	Stay stylish and sport-ready by swapping out your compatible watch band for a new color on compatible models.	
Forerunner 55 - Monterra Gray	010-11251-9S	753759281854	\$29.99	Stay stylish and sport-ready by swapping out your compatible watch band for a new color on compatible models.	
HRM-Dual™ Monitor	010-12883-00	753759223137	\$69.99	Equipped with BLUETOOTH® technology & ANT+® connectivity, connects to compatible smartphones, GPS watches, bike computers and online training apps.	

PHYSICAL SPECIFICATIONS:

Unit dimensions (WxHxD):	1.7" x 1.7" x 0.46" (42 x 42 x 11.6 mm)	Lens material:	Chemically strengthened glass
Display size:	1.04" (26.3 mm) diameter	Water rating ⁴ :	Swim, 5 ATM
Display resolution (WxH):	208 x 208 pixels	Bands:	Industry-standard quick release 20 mm
Display type:	Sunlight-visible, transfective memory-in-pixel	Battery life:	Up to 2 weeks (smartwatch mode) Up to 20 hours (GPS mode)
Weight:	37 g	Band size:	Fits wrists with circumferences of 126-203 mm
Memory/history	200 hours of activity data		

PACKAGING SPECIFICATIONS:



	Forerunner 55
Gift box dimensions (WxHxD):	2.7" x 5.4" x 2.6" (6.8 cm x 13.7 cm x 6.7 cm)
Gift box weight:	6 oz (170 g)
Master carton dimensions (WxHxD):	12.0" x 12.4" x 15.0" (30.5 cm x 31.5 cm x 38.1 cm)
Master carton weight:	19 lbs (8.6 kg)
Master carton quantity:	40

DUMMY UNITS:



SKU: 010-M2562-00



SKU: 010-M2562-01



SKU: 010-M2562-02

PRODUCT COPY:

Product copy for Forerunner 55 can be downloaded from the [Dealer Resource Center](#).

MERCHANDISING:

ACRYLIC PEDESTAL

This display is great for small spaces and should be used inside a glass case. It displays up to two Garmin dummy units, tray kits may be merchandised side by side. Use with dummy units, small product cards, medium product cards, common features product cards, brackets, graphic back panels and trays, all ordered separately.



SKU: **M00-10769-00**
Size: **2.9" W x 2.9" D x 0.7" H**

TRAY KIT SYSTEM



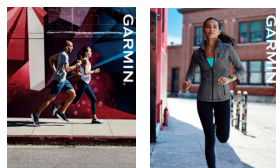
This display is great for small spaces and should be used inside a glass case. It displays up to two Garmin dummy units on each tray kit. For larger product assortments, tray kits may be merchandised side by side. Use with dummy units, small product cards, medium product cards, common features product cards, brackets, graphic back panels and trays, all ordered separately.



TRAY KIT/ACRYLIC DISPLAY COMMON FEATURES PRODUCT CARD

SKU: **M00-00817-00**

Size: **6.75" L x 4" H**



RUNNING GRAPHIC BACK PANEL FOR TRAY KIT

SKU: **M00-00690-00**

Size: **7.0" W x 9.0" H**



SMALL TRAY

SKU: **M00-00527-00**

Size: **7.0" W x 6.0" D**

ACRYLIC NONPOWERED FREESTANDING DISPLAY WITH WHEELS



This display ships as one full piece with wheels, is nonpowered, great for small narrow spaces and includes a lock and key. These displays are fully customizable and fit a variety of Garmin products. It displays up to 12 Garmin dummy units. Use with dummy units, small product cards, medium product cards, common features product cards, brackets and the graphic backer, all ordered separately. Contact your inside sales rep or order administration representative to place an order for the display if you meet the order requirements

SKU: **M00-10756-00**
Size: **16" W x 15" D x 68.5" H** (approximately)
Delivered by FedEx Freight
Weight on pallet: **150 lbs** (approximately)
Dimensions on pallet: **48" W x 40" D x 80" H** (approximately)

RUNNING GRAPHIC BACKER FOR THE ACRYLIC NON-POWERED FREESTANDING DISPLAY



Customize your acrylic display with this magnetic graphic backer that is easy to install on the inside of the case door.

SKU: **M00-00748-00**
Size: **14.4" W x 35.0" H**

INTERCHANGEABLE MERCHANDISING COMPONENTS THAT CAN BE USED ON THE PEDESTALS, TRAY KITS AND THE ACRYLIC NONPOWERED FREESTANDING DISPLAY:

FORERUNNER 55 SMALL PRODUCT CARDS



55 SKU: **M00-00838-00**
Size: **2.5" W x 2.0" H**

WEARABLES BRACKET



SKU: **M00-10751-00**
Size: **1.5" W x 4.0" H**

FORERUNNER 55 MEDIUM PRODUCT CARDS



55 SKU: **M00-00838-01**
Size: **3.5" H x 3.3" W**

Final artwork is subject to change from images shown in the merchandising section. For more information on merchandising, please visit the Dealer Resource Center at Garmin.com.

MERCHANDISING continued:

GARMIN BRANDED GRAY COUNTERTOP/FREESTANDING VIDEO DISPLAY

Order these components to build your Garmin branded gray countertop/freestanding video display: dummy units, brackets, SD™ card, product cards, common features product cards and graphics. You can also order these components to update your existing countertop or freestanding display. Contact your inside sales rep or order administration representative to place an order for the components or full display if you meet the order requirements.



Countertop Display Dimensions:
12.0" W x 17.8" H x 14.0" D



Freestanding Display Dimensions:
24.0" W x 60.0" H x 20.0" D

¹See Garmin.com/ataccuracy

²When paired with a compatible smartphone; see Garmin.com/ble. For safety and tracking features requirements and limitations, see Garmin.com/safety.

³Requires Garmin Connect™ app and Connect IQ™ app loaded on compatible smartphone paired to Forerunner 55; see Garmin.com/ble

⁴See Garmin.com/waterrating

Please note: The ECCNs and Classification numbers provided represent the opinion of Garmin International, Inc. of the proper classifications for the products today (based on the original software and/or original hardware). Classifications are subject to change. Under the U.S. export regulations, the U.S. Government assigns your organization or client, as exporter/importer of record, the responsibility for determining the correct classification of any item at the time of export/import. Depending on the products, the customer, or the country of destination, an export license may be required by the Department of Commerce prior to shipment. The Department of Commerce's Bureau of Industry and Security (former Bureau of Export Administration) website (<http://www.bis.doc.gov>) provides information that might be useful to you in determining whether you need to obtain a license for a particular shipment. To be clear, if an item described above does require a validated export license, it would be the exporter's responsibility to obtain this license prior to exportation.

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