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APPROACH[®] S12

GPS GOLF WATCH

NEW PRODUCT ANNOUNCEMENT

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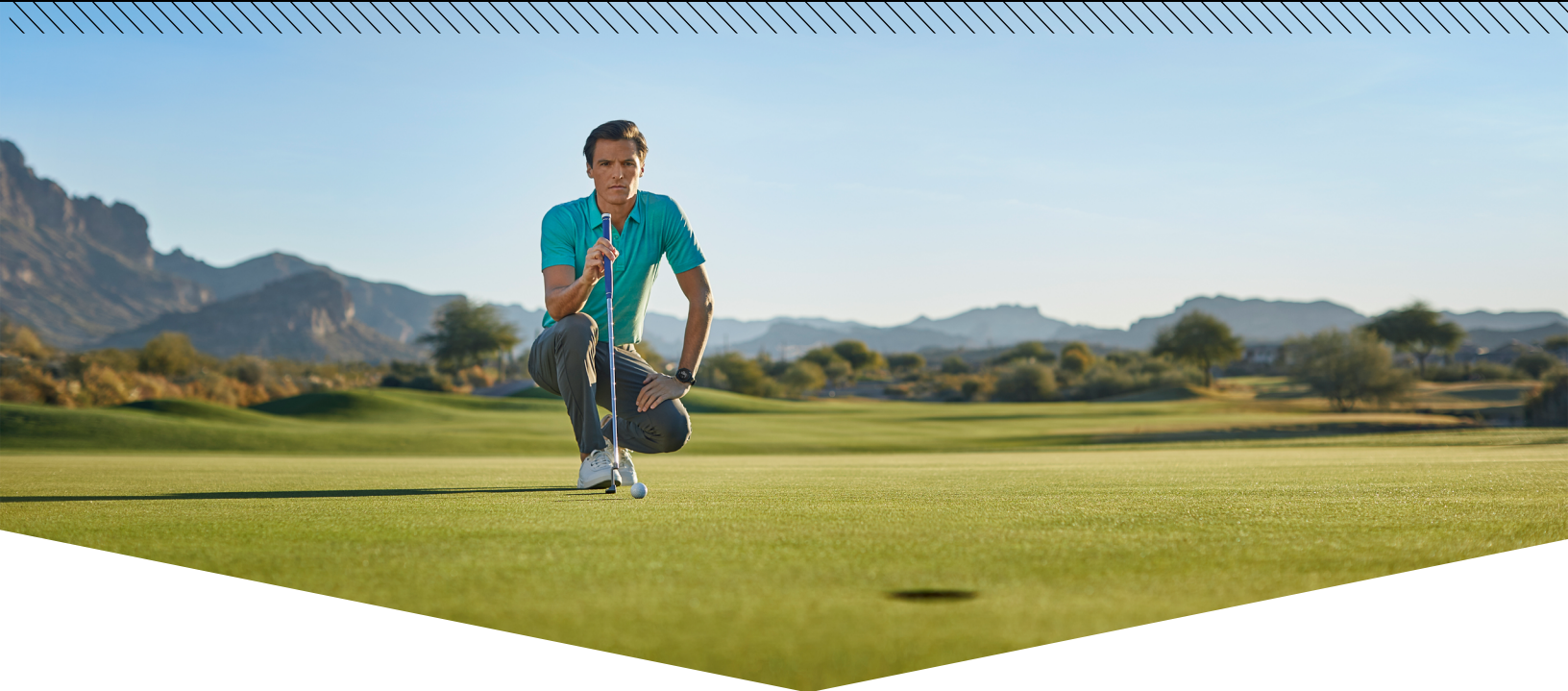
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MARKETING MEMO

March 16, 2021

APPROACH® S12

NEW PRODUCT
ANNOUNCEMENT



PRODUCT OVERVIEW:

We've got your game with Approach S12, a golf watch designed to turn on when you tee off. Get key yardages to the green, as well as to hazards and doglegs, on 42,000 preloaded courses worldwide. Keep score from the watch itself, and upload directly to the Garmin Golf™ app¹ to participate in weekly leaderboards. Pair with optional Approach® CT10 club tracking sensors (sold separately) for more automatic game tracking capabilities. Play longer with a battery life that holds up — get up to 30 hours in GPS mode.



KEY FEATURES:

LARGE 1.3" HIGH-RESOLUTION DISPLAY	Easy-to-use golf watch offers new round watch design with 1.3" high-resolution sunlight-readable display
PRELOADED COURSES	More than 42,000 preloaded CourseView maps of golf courses around the world
NEW AUTO COURSE UPDATES	Automatically updates the courses you play most often when paired with the Garmin Golf™ app ¹
PRECISE YARDAGE	Quickly gets your location using high-sensitivity GPS to show precise yardages to front, middle and back of the green, hazards, doglegs, layups and more; you can also measure yardages for shots played from anywhere on the course
NEW BIG NUMBERS MODE	Increases the font size, making it easier to read yardage numbers to the front, back and middle of the green
NEW PAIR WITH OPTIONAL FULL SET APPROACH® CT10 SENSORS	Automatically keep track of your score and how far you hit with each club with compatible Approach CT10 club tracking sensors (compatible with full set only; sold separately)
NEW GREEN VIEW FEATURE	The Green View feature gives you each green's true shape from wherever you are on the course, and it allows you to move the pin for greater accuracy
NEW GARMIN GOLF APP	Pair with the Garmin Golf app ¹ for live scoring, automatic scorecard uploads, automatic course updates and to review all your stats in one place (more details on page 6)
KEEP SCORE	Features a digital scorecard right on your watch; upload directly to the Garmin Golf app ¹ to participate in weekly leaderboards
NEW BATTERY LIFE	Internal, rechargeable battery provides up to 30 hours in GPS mode
NEW QUICK RELEASE BANDS (20 MM)	Adjustable quick release bands let you stay stylish and sport-ready; simply remove the bands with a slide of the bar, and pop on different bands for the ultimate personal accessory (sold separately)

PRECISE YARDAGE



BIG NUMBERS MODE



LAYUPS



HAZARDS



PRELOADED COURSES



TRACK YOUR SHOT
(WITH APPROACH CT10)



GREEN VIEW






MEASURE SHOT



SCORECARD



PRODUCT COMPARISON:

	 <p>APPROACH S12</p>	 <p>APPROACH S42</p>	 <p>APPROACH S62</p>
Preloaded courses with map updates	42,000 worldwide	42,000 worldwide	42,000 worldwide
High-resolution, sunlight-readable display	1.3" square	1.2" round	1.3" round
High-sensitivity GPS	•	•	•
Yardages to front, back and middle of green	•	•	•
Measures shot distances; layup/dogleg distances	•	•	•
Hazards/course targets	•	•	•
Digital scorecard	•	•	•
Color touchscreen	•	•	•
Green View feature with manual pin positioning	•	•	•
Stat tracking	•	•	•
AutoShot game tracking ²	•	•	•
Activity tracking ³ /multisport profiles	•	•	•
Smart notifications ⁴	•	•	•
CourseView auto updater	•	•	•
Compatibility with Approach® CT10 club trackers	•	•	•
Compatibility with Garmin Golf™ app ¹	•	•	•
Full-color course maps	•	•	•
Touch Targeting feature	•	•	•
Advanced swing metrics	•	•	•
PinPointer feature	•	•	•
PlaysLike Distance feature	•	•	•
Virtual Caddie feature	•	•	•
Wind speed/direction data	•	•	•
Hazard View	•	•	•
Wrist-based heart rate ³	•	•	•
Pulse Ox sensor ⁵	•	•	•
Garmin Pay™ contactless payment solution	•	•	•
Water rating ⁶	5 ATM	5 ATM	5 ATM
Compatible interchangeable bands	Quick release bands (20 mm)	Quick release bands (20 mm)	QuickFit® 22 bands
Battery type/life	Rechargeable Li-ion 30 hrs (golf)/15 weeks (watch)	Rechargeable Li-ion 15 hrs (golf)/10 days (watch)	Rechargeable Li-ion 20 hrs (golf)/14 days (watch)

PRODUCT CONFIGURATIONS:

SCHEDULE B: 8517620050
HTS: 8517.62.0090

APPROACH S12



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN
Now	Approach S12, charging/data cable, documentation	Made in Taiwan. Cable made in China, Taiwan or Myanmar.

DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Black	010-02472-00	753759275389	\$199.99	\$259.99
Granite blue	010-02472-01	753759275396	\$199.99	\$259.99
White	010-02472-02	753759275402	\$199.99	\$259.99

PHYSICAL SPECIFICATIONS:

Unit dimensions:	1.7" x 1.7" x 0.45" (43.7 x 43.7 x 11.5 mm)
Sizing (Circumference):	Fits wrists with circumferences of 125-202 mm
Weight:	1.2 oz (34.1 g)
Display size:	0.9" x 0.9" (23 x 23 mm); 1.3" diagonal
Display resolution:	175 x 175 pixels
Display type:	Sunlight-visible, transfective memory-in-pixel (MIP)

Battery type:	Internal rechargeable lithium-ion battery
Battery life:	Watch mode: up to 15 Weeks GPS mode: up to 30 hours
Water rating:	5 ATM/50 meters ²
Connectivity:	BLUETOOTH® technology
Watch band:	Includes 20 mm quick release silicone band with removable, hinged design; Quick Release Bands (20 mm) accessory compatible (sold separately)

PACKAGING SPECIFICATIONS:



	Approach S12
Gift box dimensions (WxHxD):	2.7" x 5.4" x 2.6" (6.8 x 13.7 x 6.6 cm)
Gift box weight:	5.0 oz (141.0 g)
Master carton dimensions (WxHxD):	15.0" x 12.4" x 12.0" (38.1 x 31.5 x 30.5 cm)
Master carton weight:	16.5 lbs (7.5 kg)
Master carton quantity:	40

PRODUCT COPY:

Product copy for Approach S12 can be downloaded from the [Dealer Resource Center](#).

VIDEO:



[APPROACH S12: KEEP IT SIMPLE](#)

GARMIN GOLF™ APP:

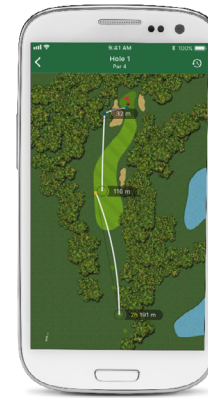


COMPETE, COMPARE AND CONNECT

The free [Garmin Golf](#) app brings more fun, stats and competition to your game.

FEATURES INCLUDE THE FOLLOWING:

- Give each round a tournament feel as you compete with friends and other golfers on any of more than 42,000 courses worldwide
- Pair with the full set of Approach® CT10 club tracking sensors (sold separately) for strokes gained analysis to improve your game plus additional stat tracking
- Set up your own tournament event, and invite multiple friends to compete
- Players can post their results and compare data, rankings and stats in the app
- Even if you don't have a Garmin device, use the app to participate in weekly leaderboards and tournaments, and enter your scores and stats manually



MERCHANDISING:

DUMMY UNITS



Black: **010-M2472-00**
 Granite blue: **010-M2472-01**
 White: **010-M2472-02**

ACRYLIC PEDESTAL



This display is designed for small, narrow spaces and should be used inside a glass case. When featuring multiple products, pedestals may be merchandised side by side. Use with a dummy unit and small product card, both ordered separately.

SKU: **M00-10769-00**
 Size: **2.875" W x 2.875" D x .709" 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.

GOLF GRAPHIC BACK PANEL FOR THE TRAY KIT



This is one panel with artwork shown on both sides.

SKU: **M00-10738-00**
 Size: **7" W x 9" H**

SMALL TRAY



SKU: **M00-00527-00**
 Size: **7" W x 6" H**

MERCHANDISING:

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)

GOLF GRAPHIC BACKER FOR THE ACRYLIC NONPOWERED FREESTANDING DISPLAY



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

SKU: **M00-00544-01**
 Size: **14.35" W x 35" H**

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

APPROACH S12 SMALL PRODUCT CARD

SKU: **M00-00825-00**
 Size: **2.5" W x 2" H**



APPROACH S12 MEDIUM PRODUCT CARD

SKU: **M00-00825-01**
 Size: **3.25" W x 3.5" H**



TRAY KIT/ACRYLIC DISPLAY COMMON FEATURES PRODUCT CARD - GOLF

SKU: **M00-00817-04**
 Size: **6.75" W x 4" H**



WEARABLES BRACKET

SKU: **M00-10751-00**
 Size: **1.5" W x 4" H**



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 card, common features product card and graphic. 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 size:
12" W x 17.75" T x 14" D



Freestanding display size:
24" W x 60" T x 20" D

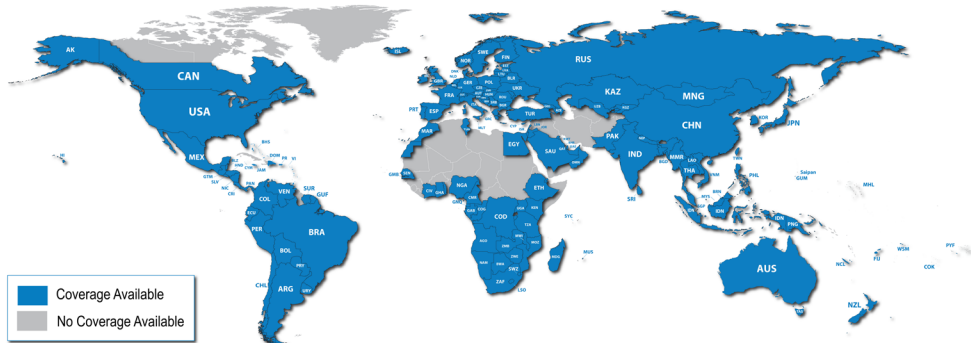


Final artwork is subject to change from images shown in the merchandising section. For more information on merchandising, please visit the Dealer Resource Center at Garmin.com.

COURSE COVERAGE:

Approach S12 comes ready to use right out of the box, preloaded with more than **42,000** golf courses around the world. Just turn it on, and start playing. And you won't pay for course updates or additions — or any subscriptions or fees.

Download all updates at Garmin.com/express. Updates are added multiple times a year.



COMPATIBLE PRODUCT OVERVIEW:

APPROACH® CT10

Automatic Club Tracking System



Pair your Approach S12 golf watch with the full set of Approach CT10 golf club trackers for automatic game tracking so you can focus on your game — knowing the sensor is tracking every stat. Those stats for each club with a sensor installed show up on your Garmin golf watch after pulling the club from the bag. See how far you typically hit that club, and view stats for accuracy to the fairway or green.

The Approach S12 golf watch is only compatible with the full set of Approach CT10 sensors to track all 14 clubs in your bag.

DESCRIPTION	SKU	UPC	MSRP (USD)
Approach CT10, full set (14)	010-01994-00	753759206512	\$299.99

COMPATIBLE ACCESSORY OVERVIEW:

QUICK RELEASE 20 WATCH BANDS

Stay stylish and sport-ready with these adjustable 20 mm quick release bands for your Approach S12 golf watch. Simply remove the bands with a slide of the bar, and pop on different bands for the ultimate personal accessory. To view all compatible quick release 20 watch bands, click [here](#).



	DESCRIPTION	SKU	UPC	MSRP (USD)
	Black silicone with black stainless steel hardware	010-12926-00	753759230180	\$29.99
NEW	Granite blue silicone with black stainless steel hardware	010-13076-01	753759275518	\$29.99
NEW	White silicone with black stainless steel hardware	010-13076-02	753759275525	\$29.99

	SKU	UPC	MSRP	DESCRIPTION	IMAGE
CHARGING/DATA CABLE (0.5 M)	010-12491-01	753759176860	\$24.99	Connect this cable to your computer's USB port to recharge your watch and to transfer data to and from your computer.	
CHARGING/DATA CABLE (1 M)	010-12983-00	753759254445	\$24.99	Available in two sizes — 0.5 M and 1 M.	
VEHICLE CHARGING ADAPTER	010-11936-00	753759995454	\$28.00	This adapter lets you charge or power your watch while on the move. Use with your charging/data cable.	

¹Requires app on your compatible smartphone paired to the Approach S12

²Lie and ball contact may affect shot tracking. Putts are not tracked. Some shots, particularly chip shots around the green, may not be tracked.

³See Garmin.com/ataccuracy

⁴When paired with a compatible smartphone; see Garmin.com/ble

⁵This is not a medical device and is not intended for use in the diagnosis or monitoring of any medical condition; see Garmin.com/ataccuracy. Pulse Ox not available in all countries.

⁶See Garmin.com/waterrating

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