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TREAD[®] - BASE EDITION POWERSPORT NAVIGATOR

NEW PRODUCT ANNOUNCEMENT

OVERVIEW | FEATURES | SCREENSHOTS | COMPARISON | CONFIGURATION | SPECIFICATIONS
PRODUCT COPY | COMPATIBLE OFF-ROAD PRODUCTS | ACCESSORIES | MERCHANDISING

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MARKETING MEMO

Oct. 6, 2021

Tread[®] - Base Edition POWERSPORT NAVIGATOR

NEW PRODUCT
ANNOUNCEMENT



PRODUCT OVERVIEW:

Roam the unknown with Tread – Base Edition, the rugged 5.5” powersport navigator with preloaded topography for off-road adventures. Created specifically for side-by-side, ATV and snowmobile enthusiasts, Tread is built to withstand extreme terrains, temperatures and weather¹. The navigator includes topographic maps of North and Central America, U.S. public and private land boundaries, U.S. Forest Service roads and trails with Motor Vehicle Use Maps, and downloadable, subscription-free BirdsEye Satellite Imagery. Pair with a compatible inReach[®] satellite communiator² (sold separately) to stay in touch globally. Tread also pairs with select Garmin GPS dog trackers (sold separately) to navigate and track your dogs from your vehicle.



Tread[®] - Base Edition

POWERSPORT NAVIGATOR

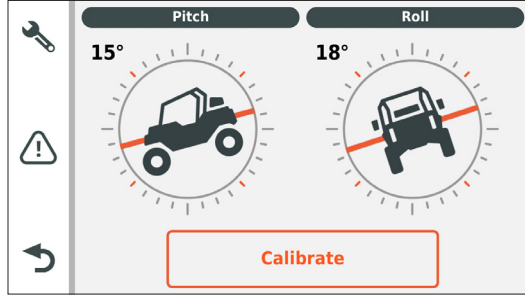
NEW PRODUCT ANNOUNCEMENT

KEY FEATURES:

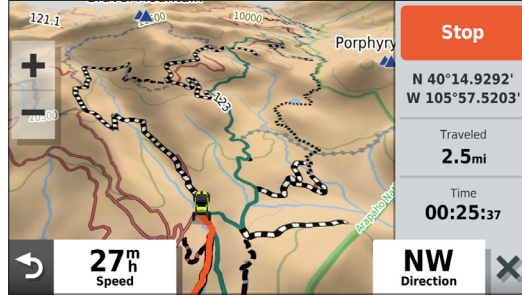
NEW	RUGGED DESIGN	Rugged, weather-resistant (IPX7) ¹ powersport navigator with 5.5" glove-friendly and ultrabright touchscreen for off-road adventures.
NEW	PRELOADED TOPOGRAPHY	Preloaded topographic maps of North and Central America, street maps of North America, U.S. public and private land boundaries, U.S. Forest Service roads and trails with Motor Vehicle Use Maps.
NEW	BIRDSEYE SATELLITE IMAGERY	Download high-resolution Birdseye Satellite Imagery via Wi-Fi [®] technology directly to this navigation device; no annual subscription.
NEW	SECURE POWERSPORT MOUNT	Powered mount and wiring harness with tube mount make it easy to install the Tread navigator on your powersport vehicle.
NEW	BUILT-IN GAUGES AND SENSORS	Built-in altimeter, barometer, compass, and pitch and roll gauges help you navigate challenging terrain.
NEW	WORKS WITH INREACH[®] DEVICE TECHNOLOGY	Pair with a compatible inReach [®] satellite communicator ² (sold separately) to stay in touch globally via two-way messaging plus access weather and interactive SOS.
NEW	TREAD[®] APP	Use the Tread app ³ to sync your waypoints, tracks, routes and collections across devices, plus get easy GPX Import/Export and access to live weather.
NEW	DOG TRACKING	Wirelessly pair Tread with select Garmin GPS dog trackers (sold separately) to help track and retrieve your sporting dogs in the field. You'll see markers for each dog within tracking range, overlaid right on the navigator's map screen. Directional cues help you easily follow and locate each dog you're tracking.
NEW	CONTROL YOUR VEHICLE ACCESSORIES	Pair Tread with the compatible Garmin PowerSwitch [™] digital switch box (sold separately) to enable on-screen control for your side-by-side's 12-volt electronics, such as light bars, differential locks and more.
NEW	CAMERA FOR YOUR VEHICLE	Pair Tread with the rugged BC [™] 40 wireless camera with tube mount (sold separately) to see vehicle surroundings. Easily mount to your vehicle's tube frame, flat panel or roll cage; works with up to 4 cameras for views all around your vehicle.
NEW	PRELOADED PARKS AND SITES	Points of interest from the iOverlander [™] database and Ultimate Public Campgrounds data mean that you don't need a cell signal to find established, wild and dispersed campsites.

SCREENSHOTS:

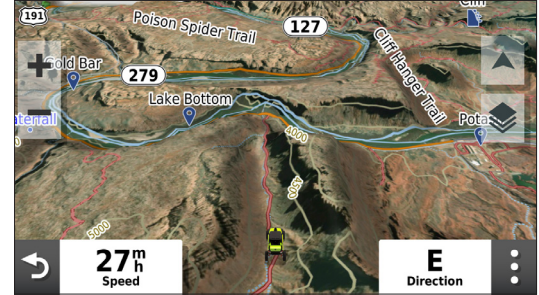
PITCH AND ROLL GAUGES



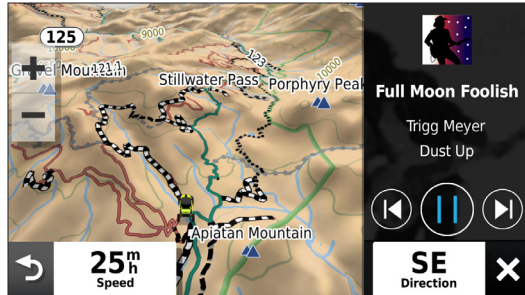
TRACK RECORDER



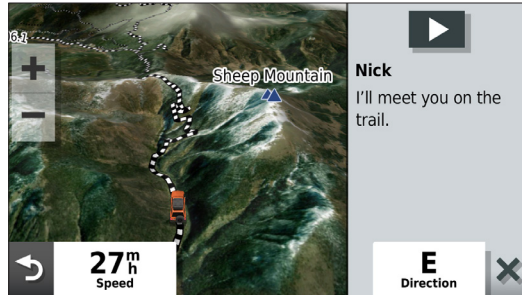
BIRDSEYE SATELLITE IMAGERY



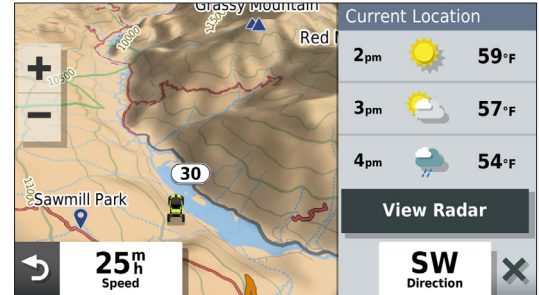
BUILT-IN MUSIC PLAYER



ON-SCREEN TEXT MESSAGES







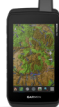
LIVE WEATHER VIA TREAD APP



Tread® - Base Edition POWERSPORT NAVIGATOR

**NEW PRODUCT
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GARMIN OFF-ROAD NAVIGATORS:

	Tread - Base Edition	Tread with Group Ride Radio	zūmo® XT	Overlander®	Montana® 700 series
					
Product description	Powersport navigator only	Powersport navigator with Group Ride Radio	All-terrain motorcycle navigator	All-terrain navigator	Handheld navigator
Customer description	Powersport enthusiasts; recreational off-roaders; SxS, ATV, snowmobile	Powersport enthusiasts; recreational off-roaders; SxS, ATV, snowmobile	Motorcycle riders, touring, on- and off-road adventures; group rides	Adventure travelers exploring off the grid, true expeditioners, 4x4 off-road vehicles; overlanding lifestyle	Hikers, hunters and off-road enthusiasts
Price (MRP)	\$599.99 USD \$779.99 CAD	\$799.99 USD	\$499.99 USD \$679.99 CAD	\$699.99 USD \$949.99 CAD	\$599.99 – \$799.99 USD \$839.99 – \$1,119.99 CAD
Display size	5.5"	5.5"	5.5"	6.95"	5.0"
Dual-orientation display	•	•	•		•
Glove-friendly display	•	•	•		•
Display resolution	1280 x 720	1280 x 720	1280 x 720	1024 x 600	480 x 800
Display brightness	~1000 nits	~1000 nits	~1000 nits	500 nits	Transflective
Rugged design	IPX7 water rating	IPX7 water rating	IPX7 water rating	IPX5 dust rating; MIL-STD-810 drop rating	IPX7 water rating
Internal storage	32 GB	32 GB	32 GB	64 GB	16 GB
Battery life	Up to 6 hours; up to 3.5 hours at 100% backlight	Up to 6 hours; up to 3.5 hours at 100% backlight	Up to 6 hours; up to 3.5 hours at 100% backlight	Up to 3 hours	Up to 18 hours in GPS mode
Works with Group Ride Radio accessory	•	Included	•		
Push-to-talk fist mic		Included			
Private landowner maps (U.S. only)	•	•			•
USFS roads and trails (U.S. only)	•	•			
Motor Vehicle Use Maps (MVUM) (U.S. only)	•	•			
Built-in pitch and roll gauges	•	•		•	
Works with Garmin PowerSwitch™ digital switch box	•	•		•	
Works with Garmin backup camera	BC™ 40	BC™ 40		BC 35	
Works with select inReach® satellite communicators from Garmin	•	•	•	•	Built-in
Included mounts	Large tube mount and 1" ball (ram)	Large tube mount and 1" ball (ram)	Handlebar	Suction cup and 1" ball (RAM)	
Access live weather, traffic and smart notifications via mobile app	Tread® app	Tread® app	Garmin Drive™ app		Garmin Connect™ app (weather and smart notifications)
Preloaded topographic maps	North and Central America (TopoActive)	North and Central America (TopoActive)	North and Central America	North and South America (TopoActive)	North America (TopoActive)
Media/music controls	•	•	•		
iOverlander™, Ultimate Public Campgrounds, Tripadvisor® traveler ratings and U.S.national parks	•	•	•	•	
Track recorder	•	•	•	•	•
Spoken turn-by-turn street directions	•	•	•		•
BirdsEye Satellite Imagery (direct-to-device download and no subscription)	•	•	•	•	•
Garmin Adventurous Routing™ for curvy and hilly roads	•	•	•	•	
Manage tracks/routes via app	Tread® app	Tread app	Garmin Explore™	Garmin Explore	Garmin Explore
Works with select Garmin GPS dog trackers	•	•			•

Tread[®] - Base Edition

POWERSPORT NAVIGATOR

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PRODUCT CONFIGURATION:

SCHEDULE B: 8526910070
HTS: 8526.91.0040

Tread - Base Edition



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN
Now	Tread, trim ring kit (blue, black, red and green), tube mount kit, power cable, USB cable and documentation	Made in Taiwan. Cables made in China, Taiwan or Philippines.
SKU	UPC	MRP
010-02406-01	753759291716	\$599.99 USD \$779.99 CAD

PHYSICAL SPECIFICATIONS:

Unit dimensions (WxHxD):	5.8" x 3.5" x 1" (8.8 x 14.8 x 2.4 cm)
Display size: (WxH):	4.8"W x 2.7"H (12.1 x 6.8 cm); 5.5" diagonal (13.9 cm)
Display resolution (WxH):	1280 x 720 pixels
Display type:	Multi-touch, glass, high-brightness HD color TFT with white backlight
Weight:	9.2 oz (262 g)
Battery type:	Rechargeable lithium-ion
Battery life:	Up to 6 hours (up to 3.5 hours at 100% backlight)

PACKAGING SPECIFICATIONS:

Gift box dimensions (WxHxD):	7.5" x 5.8" x 4.5" (19.1 x 14.7 x 11.4 cm)
Gift box weight:	3.0 lbs (1.4 kg)
Master carton dimensions (WxHxD):	23.6" x 9.6" x 8.3" (60 x 24.4 x 21.1 cm)
Master carton weight:	27.0 lbs (12.4 kg)
Master carton quantity:	8



PRODUCT COPY:

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

MERCHANDISING:

Dummy Unit
SKU: 010-M2406-01



Tread[®] - Base Edition POWERSPORT NAVIGATOR

**NEW PRODUCT
ANNOUNCEMENT**

COMPATIBLE OFF-ROAD PRODUCTS:

BC™ 40 WIRELESS CAMERA WITH TUBE MOUNT



SKU: 010-01866-12
UPC: 753759275068

Get a clear view of what's around your powersport vehicle with the BC 40 wireless camera with tube mount. Pair with Tread or another compatible Garmin navigator to see the camera view right on your navigation display.

MRP: \$149.99 USD \$199.99 CAD

GARMIN POWERSWITCH™ DIGITAL SWITCH BOX



SKU: 010-02466-00
UPC: 753759259525

Pair this digital switch box with Tread or another compatible Garmin navigator to enable on-screen control for your vehicle's 12-volt electronics — light bars, differential locks and more.

MRP: \$499.99 USD \$649.99 CAD

INREACH® MINI SATELLITE COMMUNICATOR



SKU: 010-01879-00
UPC: 753759186265

SKU: 010-01879-01
UPC: 753759186272

Pair Tread with this global satellite communicator for two-way text messaging, interactive SOS and weather.

MRP: \$349.99 USD \$449.99 CAD

COMPATIBLE ACCESSORIES:

	SKU	UPC	MSRP	DESCRIPTION	IMAGE
Tube Mount Kit	010-12998-04	753759256630	\$59.99 USD	Use this adjustable tube mount and mounting arm to easily secure the Tread powersport navigator.	
Carrying Case	010-12953-02	753759257446	\$24.99 USD	Travel in style with this sleek carrying case. This case is designed with a durable thermo-molded exterior with a zipper-accessed padded interior.	
Automotive Mount Kit	010-12953-01	753759256531	\$49.99 USD	For easy viewing, mount your compatible device on your windshield or any smooth, flat surface. The kit includes suction cup mount, bracket and vehicle power cable.	
Handlebar Mount Kit	010-10962-10	753759162832	\$59.99 USD	Mount your compatible device just about anywhere with our mounting kit (mounting bracket sold separately).	
Motorcycle Power Cable	010-12953-03	753759257453	\$39.99 USD	Use this power/ground cable in conjunction with a mount bracket (sold separately) to attach your compatible device to your motorcycle.	
Motorcycle Mount Bracket	010-12953-00	753759256524	\$19.99 USD	Mount your compatible device to your motorcycle with this bracket that attaches to the bike's handlebars using a separate mounting kit (sold separately). Hardware to attach the bracket to your Tread powersport navigator is included.	
Group Ride Radio (U.S. only)	010-12998-00	753759256593	\$349.99 USD	Pair with your compatible Garmin navigator for location sharing with your group and voice communication using the included push-to-talk fist mic. Also, pair your compatible Garmin device with your helmet or headset (not included) enabled with BLUETOOTH® technology for hands-free communication with your group.	

¹See Garmin.com/waterrating

²Active satellite subscription required for the inReach device. Some jurisdictions regulate or prohibit the use of satellite communications devices. It is your responsibility to know and follow all applicable laws in the jurisdictions where the device is intended to be used.

³Requires Tread® app loaded on your compatible smartphone paired with a Tread navigator; syncing data across devices requires an active connection with Wi-Fi® technology

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