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FORERUNNER® 255 AND FORERUNNER 255 MUSIC GPS RUNNING SMARTWATCHES

NEW PRODUCT ANNOUNCEMENT

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MARKETING MEMO

June 1, 2022

FORERUNNER® 255 AND FORERUNNER 255 MUSIC
GPS RUNNING SMARTWATCHES

NEW PRODUCT ANNOUNCEMENT



PRODUCT OVERVIEW:

Run at a higher level with the Forerunner 255 series. This running smartwatch helps you train and recover smarter with training status, running power, multi-band GPS and daily suggested workouts that adapt to your performance and goals. Plus, other new features, such as race widget, help you plan your race-day strategy, and morning report with heart rate variability (HRV) status reveals your overall health alongside the day ahead. And with Garmin Pay™ contactless payments¹, it's never been easier to buy that post-workout coffee — no matter how you work out — with more than 30 activity profiles, including triathlons, cycling, swimming and more. With Forerunner 255, you can get a continuous picture of your health, from training and recovery to sleep quality and overall wellness, with up to 14 days of battery life in smartwatch mode and up to 30 hours in GPS mode.

Forerunner 255 Music models allow you to bring along your favorite soundtrack with built-in music, including playlists from Amazon Music, Deezer or Spotify (premium subscription required), and can connect with your wireless headphones for phone-free listening.



KEY FEATURES:

NEW	MORNING REPORT	Morning report summarizes your sleep, HRV status, daily workout suggestion, weather and calendar in one place as soon as you wake up ² .
NEW	BATTERY LIFE	Get up to 14 days in smartwatch mode and up to 30 hours in GPS mode with Forerunner 255, or get up to 12 days in smartwatch mode and up to 26 hours in GPS mode with Forerunner 255S.
NEW	HRV STATUS	HRV status tracks your heart rate variability while you sleep, giving you greater insight into your overall wellness, recovery and training ² .
NEW	SPORTS APPS	In addition to the 30+ built-in activity profiles, the Forerunner 255 series includes a new triathlon activity profile. For multisport races and brick workouts, transition to the next activity with a single button press.
NEW	RACE WIDGET	Race widget provides a countdown and race-day weather forecast while predicting the completion time of your next race based on course details, fitness data, weather and more.
NEW	SUGGESTED WORKOUTS	View your entire week of daily suggested workouts, which adapt after every run to match your performance and recovery.
NEW	UPDATED DESIGN	Available in both 41 mm and 46 mm-sized cases, and with a noticeably slim profile, Forerunner 255 has the perfect fit for every wrist so you can wear it (and keep an eye on your wellness) both day and night.
NEW	RUNNING POWER	Get a continuous measurement on your wrist of how much power you're applying to the road as you run ³ .
NEW	GARMIN PAY™ PAYMENT SOLUTION	Leave your cash and cards at home; Garmin Pay contactless payments ¹ let you pay for purchases on the go.
NEW	MULTI-BAND GPS	Multi-band satellite tracking on GPS, GLONASS and Galileo networks gives you superior accuracy for how far and how fast you've run — even in challenging environments.
IMPROVED	TRAINING STATUS	This feature evaluates your current training status to indicate if you're undertraining or overdoing it; offers additional performance monitoring features.
IMPROVED	ACUTE LOAD	Compare the intensity of your recent workouts to the optimal range for your fitness and training history.
	RUNNING DYNAMICS	This feature provides advanced running dynamics ³ , including ground contact time balance, stride length, vertical ratio and more.
	GARMIN COACH	Get free adaptive training plans from Garmin Coach, or create your own custom workouts at our Garmin Connect™ online fitness community.
	CONNECTED FEATURES	Receive emails, texts and alerts right on your watch when paired with your Apple® or Android™ smartphone; you can even respond to texts if you have an Android phone.
	SAFETY AND TRACKING	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. Incident detection is enabled by default for select activity profiles only ⁴ .
	BODY BATTERY™ ENERGY MONITORING	Track your body's energy levels so you can find the best times for activity and rest.
	MUSIC ON YOUR WRIST	Download up to 500 songs to your watch, including playlists from Amazon Music, Deezer or Spotify (premium subscription may be required), and connect with your wireless headphones for phone-free listening (music models only).



MORNING REPORT



HRV STATUS



RACE WIDGET



SUGGESTED WORKOUTS



GARMIN COACH



TRAINING STATUS



BODY BATTERY

PRODUCT COMPARISON:



	FORERUNNER 245	FORERUNNER 255	FORERUNNER 255 MUSIC	FORERUNNER 955
General				
Multi-band GPS		•	•	•
ANT+®/USB/BLUETOOTH® technology	•	•	•	•
Wi-Fi® connectivity			•	•
Smartphone notifications	•	•	•	•
Connect IQ™ apps	•	•	•	•
Wrist-based HR ²	•	•	•	•
HRV status		•	•	•
Barometric altimeter		•	•	•
Floors climbed		•	•	•
Gyroscope		•	•	•
Music playback			•	•
Activity tracking	•	•	•	•
Garmin Pay™ contactless payments		•	•	•
Training				
Acute load		•	•	•
Stamina				•
Morning report		•	•	•
Running power		•	•	•
Aerobic training effect	•	•	•	•
Anaerobic training effect	•	•	•	•
Training status	•	Improved	Improved	Improved
Acute (training) load	•	Improved	Improved	Improved
VO2 max	•	•	•	•
Recovery time	•	•	•	•
Race predictor	•	•	•	•
Race widget		•	•	•
Workouts	•	•	•	•
Training plans	•	•	•	•
Garmin Coach training	•	•	•	•
Running dynamics	•	•	•	•
Auto Lap® feature	•	•	•	•
Alerts	•	•	•	•
Metronome	•	•	•	•
Configurable data fields	•	•	•	•
Triathlon activity profile		•	•	•
Bike speed and cadence	•	•	•	•
Rally™ power meter compatible		•	•	•
Varia™ smart bike lights support	•	•	•	•
Varia rearview radar support	•	•	•	•

MARKETING MEMO

FORERUNNER® 255 AND FORERUNNER 255 MUSIC

GPS RUNNING SMARTWATCHES

NEW PRODUCT ANNOUNCEMENT

PRODUCT CONFIGURATIONS:

SCHEDULE B: 8517620050
HTS: 8517.62.0050

FORERUNNER 255



AVAILABLE	INCLUDES		COUNTRY OF ORIGIN	
Now	Forerunner 255, Power/Data Cable, Documentation		Made in Taiwan.	
COLOR	SKU	UPC	MRP (USD)	MRP (CAD)
Slate Gray	010-02641-00	753759279837	\$349.99	\$459.99
Tidal Blue	010-02641-01	753759279844	\$349.99	\$459.99

FORERUNNER 255S



AVAILABLE	INCLUDES		COUNTRY OF ORIGIN	
Now	Forerunner 255, Power/Data Cable, Documentation		Made in Taiwan.	
COLOR	SKU	UPC	MRP (USD)	MRP (CAD)
Powder Gray	010-02641-02	753759279851	\$349.99	\$459.99
Light Pink	010-02641-03	753759279868	\$349.99	\$459.99

FORERUNNER 255 MUSIC



AVAILABLE	INCLUDES		COUNTRY OF ORIGIN	
Now	Forerunner 255 Music, Power/Data Cable, Documentation		Made in Taiwan.	
COLOR	SKU	UPC	MRP (USD)	MRP (CAD)
Black	010-02641-20	753759279912	\$399.99	\$519.99
Whitestone	010-02641-21	753759279929	\$399.99	\$519.99

FORERUNNER 255S MUSIC



AVAILABLE	INCLUDES		COUNTRY OF ORIGIN	
Now	Forerunner 255S Music, Power/Data Cable, Documentation		Made in Taiwan.	
COLOR	SKU	UPC	MRP (USD)	MRP (CAD)
Black	010-02641-22	753759279936	\$399.99	\$519.99
Whitestone	010-02641-23	753759279943	\$399.99	\$519.99

PHYSICAL SPECIFICATIONS:

	Forerunner 255 and Forerunner 255 Music	Forerunner 255S and Forerunner 255S Music
Water rating:	5 ATM	5 ATM
Unit dimensions:	1.8" x 1.8" x 0.5" (45.6 mm x 45.6 mm x 12.9 mm)	1.6" x 1.6" x 0.49" (41 mm x 41 mm x 12.4 mm)
Weight:	1.7 oz (49 g)	1.4 oz (39 g)
Display size:	1.3" (33 mm)	1.1" (27.5 mm)
Display resolution:	260 x 260 pixels	218 x 218 pixels
Display type:	Transflective memory-in-pixel	Transflective memory-in-pixel
Lens material:	Corning® Gorilla® Glass 3	Corning Gorilla Glass 3
Memory/history:	4 GB	4 GB

FORERUNNER® 255 AND FORERUNNER 255 MUSIC

GPS RUNNING SMARTWATCHES

NEW PRODUCT ANNOUNCEMENT

DUMMY UNITS



010-M2641-00



010-M2641-01



010-M2641-20



010-M2641-21



010-M2641-02



010-M2641-03



010-M2641-22



010-M2641-23

COMPATIBLE ACCESSORIES:

		SKU	UPC	MSRP	IMAGE
NEW	Quick Release Band Black 22 mm	010-11251-3A	753759298227	\$39.99	
NEW	Quick Release Band Whitestone 22 mm	010-11251-3B	753759298234	\$39.99	
NEW	Quick Release Band Slate Gray 22 mm	010-11251-3C	753759298241	\$39.99	
NEW	Quick Release Band Tidal Blue 22 mm	010-11251-3D	753759298258	\$39.99	
NEW	Quick Release Band Black 18 mm	010-11251-3E	753759298265	\$39.99	
NEW	Quick Release Band Whitestone 18 mm	010-11251-3F	753759298272	\$39.99	
NEW	Quick Release Band Powder Gray 18 mm	010-11251-3G	753759298289	\$39.99	
NEW	Quick Release Band Light Pink 18 mm	010-11251-3H	753759298296	\$39.99	
	HRM-Pro™ monitor	010-12883-00	753759223137	\$129.99	
	HRM-Dual™ monitor	010-10997-12	753759149772	\$99.99	
	Running Dynamics Pod	010-12520-00	753759175528	\$69.99	

PRODUCT COPY:

Product copy for Forerunner 245 can be downloaded from the [Dealer Resource Center](#).

PACKAGING SPECIFICATIONS:



	Forerunner 255	Forerunner 255S
Gift box dimensions (WxHxD):	2.7" x 5.6" x 2.4" (6.9 cm x 14.1 cm x 6.2 cm)	2.7" x 5.6" x 2.4" (6.9 cm x 14.1 cm x 6.2 cm)
Gift box weight:	5.3 oz (152 g)	5.0 oz (142 g)
Master carton dimensions (WxHxD):	15.0" x 12.0" x 12.4" (38.1 cm x 30.5 cm x 31.5 cm)	15.0" x 12.0" x 12.4" (38.1 cm x 30.5 cm x 31.5 cm)
Master carton weight:	17.4 lbs (7.9 kg)	16.5 lbs (7.5 kg)
Master carton quantity:	40	40

MERCHANDISING:

ACRYLIC PEDESTAL

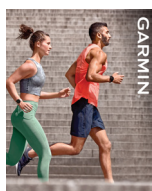


This display is designed for small, narrow spaces and should be used inside a glass case. When featuring multiple products, pedestals may be merchandised side by side. Use with a dummy unit, bracket and small product card, both ordered separately.
SKU: M00-10769-00
Size: 2.9" W x 2.9" D x 0.7" H

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, common features product cards, brackets, graphic back panels and trays, all ordered separately.



GRAPHIC FOR TRAY KIT
SKU: M00-00681-01
SIZE: 7" W X 9" H



SMALL TRAY 7" W X 6" D
SKU: M00-00527-00
Size: 7" W x 6" 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. They display up to 12 Garmin dummy units. Use with dummy units, small product cards, common features product cards, brackets and the acrylic pedestals, 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: M00-10756-01
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)

MERCHANDISING CONTINUED:

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

SMALL PRODUCT CARDS

Size: 2" H X 2 1/2" W



- FORERUNNER 255**
SKU: M00-00907-02
- FORERUNNER 255S**
SKU: M00-00907-04
- FORERUNNER 255 MUSIC**
SKU: M00-00907-03
- FORERUNNER 255S MUSIC**
SKU: M00-00907-05

TRAY KIT/ACRYLIC DISPLAY COMMON FEATURES PRODUCT CARD - WEARABLES

Size: 6.8" L x 4.0" H
SKU: M00-00527-00



WEARABLES BRACKET

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



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.

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

Countertop Display Dimensions:
12.0" W x 17.8" H x 14.0" 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](#).

¹View current supported country, payment network and issuing bank information at Garmin.com/garminpay/banks

²See Garmin.com/ataccuracy

³When used with Running Dynamics Pod or HRM-Pro™ monitor (sold separately)

⁴When paired with your compatible smartphone; see Garmin.com/ble. For safety and tracking feature requirements and limitations, see Garmin.com/safety.

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