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# ETREX<sup>®</sup> SE

## HANDHELD GPS NAVIGATOR

**NEW PRODUCT ANNOUNCEMENT**

OVERVIEW | FEATURES | COMPARISON | CONFIGURATIONS  
SPECIFICATIONS | MERCHANDISING | COMPATIBILITY

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### MARKETING MEMO

March 14, 2023



**PRODUCT OVERVIEW:**

Ready. Set. Hike. With the eTrex SE handheld GPS navigator, you'll get battery life that lasts up to 7 days with 2 AA batteries (not included). You'll view waypoints, track your location and find your way back to favorite spots on the 2.2" high-resolution screen. You can pair it with the Garmin Explore™ smart-device app on your compatible smartphone for wireless software updates, Geocaching Live, wireless connectivity for cloud storage, active weather, smart notifications and more. It's water-resistant (rated to IPX7) and offers multi-GNSS support to track in more challenging environments than GPS alone. With a digital compass that's accurate even while standing still, it provides what you need to enjoy the outdoors more.



**eTrex SE**



## KEY FEATURES:

<b>NEW</b>	<b>MULTI-GNSS SUPPORT</b>	Access multiple global navigation satellite systems (GPS, GLONASS, Galileo, BeiDou and QZSS) to track in more challenging environments than GPS alone.
<b>NEW</b>	<b>GARMIN EXPLORE™ APP</b>	Connect with the <a href="#">Garmin Explore smart-device app</a> for wireless software updates, cloud storage, trip planning, smart notifications and additional mapping.
<b>NEW</b>	<b>LIVE GEOCACHING</b>	Get automatic cache updates from Geocaching Live, including descriptions, logs and hints. When connected to the <a href="#">Garmin Explore smart-device app</a> , each find will upload to your <a href="#">Geocaching.com</a> profile.
<b>NEW</b>	<b>DIGITAL COMPASS</b>	Follow your bearing on the digital compass, which provides an accurate heading even when stationary.
<b>NEW</b>	<b>ACTIVE WEATHER</b>	When connected to the <a href="#">Garmin Explore smart-device app</a> , you can get real-time forecast information, so you're aware of the changing conditions.
<b>NEW</b>	<b>BATTERY LIFE</b>	Get long battery life of up to 168 hours in standard mode and up to 1,800 hours in expedition mode with 2 field-replaceable AA batteries (sold separately).
<b>NEW</b>	<b>HIGH-CONTRAST DISPLAY</b>	The sunlight-readable display is constructed using premium bonding methods to deliver increased pixels, higher contrast and improved resolution.
	<b>WATER-RESISTANT</b>	Hike in any weather; the eTrex SE handheld has an <a href="#">IPX7 rating</a> .

MAP PAGE



DIGITAL COMPASS



MULTI-GNSS SUPPORT



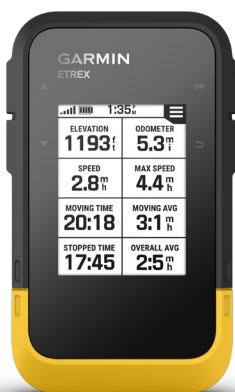
LIVE GEOCACHING



ACTIVE WEATHER



TRIP COMPUTER







HOME PAGE



AREA CALCULATION



PRODUCT COMPARISON:

	eTrex SE	eTrex 10	eTrex 22x	eTrex 32x
				
Physical dimensions	2.4" x 4.0" x 1.3" (6.1 x 10.0 x 3.3 cm)	2.1" x 4.0" x 1.3" (5.4 x 10.3 x 3.3 cm)	2.1" x 4.0" x 1.3" (5.4 x 10.3 x 3.3 cm)	2.1" x 4.0" x 1.3" (5.4 x 10.3 x 3.3 cm)
Weight	5.5 oz (156.5 g) with batteries	5 oz (141.7 g) with batteries	5 oz (141.7 g) with batteries	5 oz (141.7 g) with batteries
Display size, resolution	2.2" diag (5.5 cm) 240 x 320 pixels	2.2" diag (5.6 cm) 128 x 160 pixels	2.2" diag (5.6 cm) 240 x 320 pixels	2.2" diag (5.6 cm) 240 x 320 pixels
Color display			•	•
Battery life	Up to 168 hours (standard mode) Up to 1,800 hours (expedition mode)	25 hours	25 hours	25 hours
Multi-GNSS support	GPS, GLONASS, Galileo, BeiDou and QZSS	GPS, GLONASS	GPS, GLONASS	GPS, GLONASS
Compass	• (3-axis digital compass)	• (GPS compass; while moving)	• (GPS compass; while moving)	• (3-axis digital compass)
Barometric altimeter				•
Geocaching	• (Geocaching Live)	• (Paperless)	• (Paperless)	• (Paperless)
Preloaded maps			• (TopoActive maps)	• (TopoActive maps)
Expandable memory for additional mapping			•	•
Garmin Explore™ smart-device app compatible	•			
Smart notifications	•			
Active weather	•			
Wireless capabilities	BLUETOOTH® wireless technology			ANT+® wireless technology
Internal memory	28 MB	6 MB	8 GB	8 GB
Water rating	<a href="#">IPX7</a>	<a href="#">IPX7</a>	<a href="#">IPX7</a>	<a href="#">IPX7</a>

PRODUCT CONFIGURATIONS:

SCHEDULE B: 8526910070  
HTS: 8526.91.0040

eTrex SE



AVAILABLE	INCLUDES		COUNTRY OF ORIGIN	
Now	eTrex SE handheld device, documentation		Made in Taiwan.	
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
eTrex SE	010-02734-00	753759305628	\$149.99	\$199.99

## PHYSICAL SPECIFICATIONS:

<b>Unit dimensions (WxHxD):</b>	2.4" x 4.0" x 1.3" (6.1 x 10.0 x 3.3 cm)
<b>Display size:</b>	1.3" x 1.7" (3.3 cm x 4.4 cm); 2.16" diag (5.5 cm)
<b>Display resolution (WxH):</b>	240 x 320 pixels
<b>Display type:</b>	2.2" transfective, monochrome
<b>Weight:</b>	5.5 oz (156.5 g) with batteries
<b>Battery type:</b>	2 AA batteries (sold separately)
<b>Battery life:</b>	Up to 168 hours (standard mode) Up to 1,800 hours (expedition mode)
<b>Multi-GNSS:</b>	GPS, GLONASS, Galileo, BeiDou and QZSS

<b>Internal memory:</b>	28 MB
<b>Accepts data cards:</b>	No
<b>Wireless technologies:</b>	BLUETOOTH® technology
<b>Water rating:</b>	<a href="#">IPX7</a>
<b>Interface:</b>	USB-C
<b>Waypoints/Favorites/Locations:</b>	1,000 waypoints
<b>Courses:</b>	50
<b>Activities:</b>	200

## PACKAGING SPECIFICATIONS:



	eTrex SE
<b>Gift box dimensions (WxHxD):</b>	4.7" W x 5.2" H x 2.1" D (12.0 x 13.1 x 5.3 cm)
<b>Gift box weight:</b>	8.0 oz (228 g)
<b>Master carton dimensions (WxHxD):</b>	17.1" W x 10.0" H x 15.1" D (43.5 x 25.4 x 38.4 cm)
<b>Master carton weight:</b>	22.0 lbs (10.0 kg)
<b>Master carton quantity:</b>	36

## PRODUCT COPY:

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

## VIDEOS:

### ETREX SE VIDEOS



## MERCHANDISING:

### DUMMY UNIT

eTrex SE  
SKU: 010-M2734-00



### WOOD PEDESTAL



This display is designed for small 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: **M00-10801-00**      Size: **2.9" W x 4.3" D x 4.86" H**

### TRAY KIT SYSTEM



This display is great for small spaces and should be used inside a glass case. Display one Garmin dummy unit 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 BACK PANEL FOR THE TRAY KIT

SKU: **M00-00944-00**      Size: **7" W x 9" H**



### SMALL TRAY



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. It displays up to 12 Garmin dummy units. Use with dummy units, small product cards, common features product cards, brackets and the 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)

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

### SMALL HANDHELD BRACKET

SKU: **M00-10753-00**  
Size: **2.25" H x 3.5" W**



### ETREX SE SMALL PRODUCT CARD

SKU: **M00-00937-00**  
Size: **2" H x 2.5" W**



### TRAY KIT/ACRYLIC DISPLAY COMMON FEATURES PRODUCT CARD - HANDHELDS

SKU: **M00-00817-05**  
Size: **6.75" L x 4.0" H**



**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 card 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 size:  
24" W x 60" T x 20" D

Countertop display size:  
12" W x 17.75" T x 14" 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](http://Garmin.com).

**COMPATIBLE APPS OVERVIEW:**

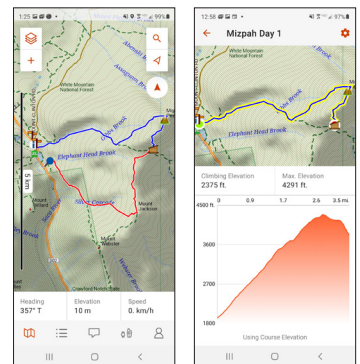
**GARMIN EXPLORE™ APP**

**MAP, TRACK, SYNC AND SHARE YOUR TREK FROM ANYWHERE**



This all-in-one app is made for off-the-grid adventurers and outdoor enthusiasts alike. Download to your compatible smartphone so you can plan, navigate and review your next great adventure.

- No cell service? No Wi-Fi® connectivity? No problem. The app is your off-grid navigation solution.
- Pair the app with [compatible GPS devices](#) to sync and share waypoint and trip data.
- Load up and take off — with downloadable maps and other go-anywhere navigation aids.
- Access data on the Garmin Explore website to plan and share activities with friends.
- Text via satellite. Pair the app with devices¹ enabled with inReach® technology for messaging and 24/7 SOS.
- Unlimited cloud storage makes it easy to collect, review, save and share your adventures².



**COMPATIBLE ACCESSORY OVERVIEW:**

		SKU	UPC	MSRP	DESCRIPTION	IMAGE
<b>NEW</b>	<b>USB Cable - Type C to Type C</b> 0.5 meter	010-13323-00	753759322854	\$14.99	Connect this cable to a USB C port to recharge your compatible device and to transfer data to and from your computer.	
	<b>USB Cable Type A to Type C</b> 0.5 meter	010-13199-00	753759291204	\$14.99	Connect this cable to a USB A port to recharge your compatible device and to transfer data to and from your computer.	
	<b>Bike/cart mount</b>	010-11023-00	753759074654	\$9.99	Simply snap in your device. The mount comes with four cable ties and fits up to a 1" (2.54 cm) diameter bar.	
	<b>Backpack tether</b>	010-11855-00	753759990138	\$19.99	This lightweight backpack tether is perfect for conditions that demand hands-free attention.	
	<b>Cart mount</b>	010-12941-01	753759254476	\$19.99	Attach your handheld securely to your cart or anywhere with square [1" to 1.25" (2.5 to 3.2 cm)] or circular [1.2" to 2" (3 to 5 cm)] tubing. The hook and loop strap allows for quick, easy setup and removal.	
	<b>Retractable lanyard</b>	010-10888-00	753759066604	\$24.99	Keep your GPS close and secure with this retractable lanyard.	
	<b>Swivel belt clip</b>	010-11022-10	753759093662	\$9.99	Keep your device within reach with this swivel belt clip. Your device fits securely into a mount that clips to your belt.	
	<b>Adjustable handheld mount</b>	010-11031-00	753759075880	\$29.99	Secure your compatible handheld device to any flat surface with this adjustable mount.	
	<b>Quick release lanyard</b>	010-11733-00	753759980283	\$14.99	Attach your handheld to this quick release lanyard, and wear it around your neck so you can keep your hands free during your outdoor adventure.	
	<b>Carabiner clip</b>	010-12897-01	753759223649	\$12.99	Keep your GPS device within reach while on the move with this carabiner clip. Your device fits securely into a mount that clips to your belt.	

<sup>1</sup>Active satellite subscription required. Some jurisdictions regulate or prohibit the use of satellite communication devices. It is the responsibility of the user to know and follow all applicable laws in the jurisdictions where the device is intended to be used.

<sup>2</sup>A Garmin account is required for storing your data in the cloud

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