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# **GARMIN DRIVE™ 53**

## **5" GPS NAVIGATORS**

**NEW PRODUCT ANNOUNCEMENT**

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**VIDEO | PRODUCT COPY | CONFIGURATIONS**  
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**MARKETING MEMO**

**April 12, 2023**

# GARMIN DRIVE™ 53

## 5" GPS NAVIGATORS

NEW PRODUCT ANNOUNCEMENT



### PRODUCT OVERVIEW:

Simplify your drive with Garmin Drive 53, the 5" GPS navigator that helps you reach your destination. It features a bright 5" high-resolution glass touchscreen display and modern, beautiful design. With driver alerts, gain more situational awareness for sharp curves, speed changes, school crossings and more. Garmin Drive 53 shows food, fuel and rest stops along your active route. Make the most of road trips by checking the included TripAdvisor® traveler ratings for top-rated restaurants, hotels and attractions. Use the U.S. national parks directory to find visitor centers and notable landmarks within the parks. The Garmin Drive 53 navigator also includes detailed map updates of North America. Garmin Drive 53 is available in two models, giving the option for included traffic information to help avoid delays and keep you on your way.



Garmin Drive 53  
5" GPS navigator



Garmin Drive 53 & Traffic  
5" GPS navigator

# GARMIN DRIVE™ 53

## 5" GPS NAVIGATORS

**NEW PRODUCT ANNOUNCEMENT**

### KEY FEATURES:

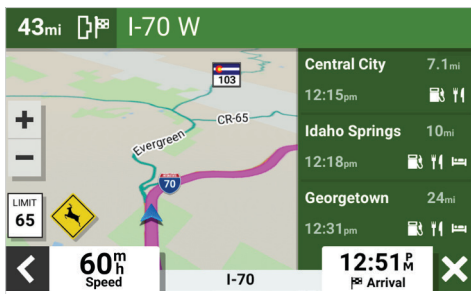
<b>NEW</b>	<b>5" GLASS DISPLAY</b>	The bright high-resolution 5" glass capacitive touchscreen display lets you easily view your route.
<b>NEW</b>	<b>INCLUDES MAP UPDATES OF NORTH AMERICA</b>	Garmin Drive 53 navigators include detailed map updates of North America so you have the latest detailed street maps and points of interest to ensure fast, accurate navigation. Coverage includes the U.S., Mexico, Canada, Puerto Rico, U.S. Virgin Islands, Cayman Islands and Bahamas.
	<b>GARMIN TRAFFIC</b>	Outsmart traffic jams or slowdowns with alerts that suggest alternate routes. Garmin Traffic comes ready to use right out of the box when using the included power cable with traffic antenna. Available on the Garmin Drive 53 & Traffic model only.
	<b>DRIVER ALERTS</b>	Get more situational awareness with alerts for school zones, speed changes, sharp curves and more.
	<b>ROUTE OVERVIEW</b>	View food, fuel and rest areas along your active route, and see upcoming cities and milestones.
	<b>FIND THE BEST PLACES</b>	View Tripadvisor® traveler ratings for top-rated restaurants, hotels and attractions to help you make the most of road trips.
	<b>NATIONAL PARKS</b>	A directory of U.S. national parks simplifies navigation to entrances, visitor centers and landmarks within the parks.
	<b>GARMIN REAL DIRECTIONS™ FEATURE</b>	Easy-to-understand, spoken turn-by-turn directions guide like a friend, using street names, store names and recognizable landmarks.

### SCREENSHOTS:

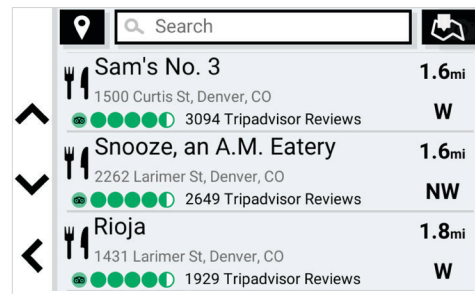
**DRIVER ALERTS**



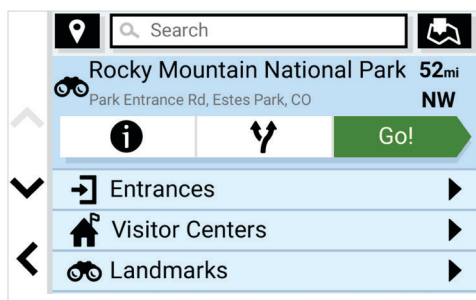
**CHECK UP AHEAD**



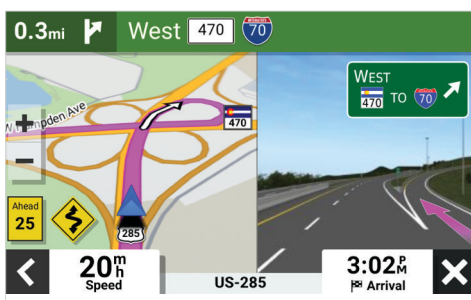
**TRIPADVISOR TRAVELER RATINGS**



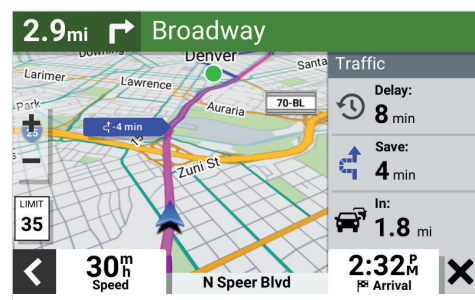
**NATIONAL PARKS DIRECTORY**



**MAPS OF NORTH AMERICA**



**GARMIN TRAFFIC (SELECT MODELS)**



# GARMIN DRIVE™ 53

## 5" GPS NAVIGATORS

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### PRODUCT COMPARISON:

	Garmin Drive 53	Garmin Drive 53 with Traffic	Garmin DriveSmart™ 66	Garmin DriveSmart 76	Garmin DriveCam™ 76	Garmin DriveSmart 86
Map coverage	Full North America	Full North America	Full North America	Full North America	Full North America	Full North America
Display size	5"	5"	6"	7"	7"	8"
Display resolution	800 x 480	800 x 480	1280 x 720	1024 x 600	1024 x 600	1280 x 800
Unit dimensions (WxHxD)	4.97" x 3.33" x 0.67" (12.6 x 8.5 x 1.7 cm)	4.97" x 3.33" x 0.67" (12.6 x 8.5 x 1.7 cm)	6.0" x 3.4" x 0.7" (15.2 x 8.6 x 1.9 cm)	6.8" x 3.9" x 0.7" (17.3 x 9.9 x 1.9 cm)	6.9" x 4.2" x 1.4" (17.7 x 10.6 x 3.5 cm)	7.6" x 4.7" x 0.77" (19.2 x 11.9 x 1.8 cm)
Weight	2.43 oz (69 g)	2.43 oz (69 g)	6.17 oz (175 g)	6.17 oz (175 g)	9.56 oz (271g)	10.41 oz (295.2 g)
Battery life	Up to 1 hour	Up to 1 hour	Up to 1 hour	Up to 1 hour	Up to 30 minutes	Up to 1 hour
Accepts data card	microSD™ card (not included)	microSD card (not included)	microSD card (not included)	microSD card (not included)	16 GB microSD card (pre-installed for dash cam)	microSD card (not included)
Built-in dash cam					•	
Dual-orientation display						•
Garmin voice assist			•	•	•	•
Hands-free calling with BLUETOOTH® technology			•	•	•	•
Built-in Wi-Fi® connectivity for easy device updates			•	•	•	•
Access to live weather, traffic and smart notifications via the Garmin Drive™ app			•	•	•	•
Vehicle power cable with traffic antenna included		•	•	•	•	•
Includes map updates	•	•	•	•	•	•
Directory of U.S. national parks	•	•	•	•	•	•
Tripadvisor® traveler ratings	•	•	•	•	•	•
Driver alerts	•	•	•	•	•	•
Garmin Real Directions™ landmark guidance	•	•	•	•	•	•
Millions of popular POIs from Foursquare®	•	•	•	•	•	•
Up Ahead feature	•	•	•	•	•	•
Compatible with Garmin backup cameras			BC™ 30, BC 40 and BC 50	BC 30, BC 40 and BC 50	BC 40 and BC 50	BC 30, BC 40 and BC 50

### VIDEO:

Feature and benefit video can be viewed [here](#).



### PRODUCT COPY:

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

### GARMIN EXPRESS™ SOFTWARE:

Easily update your device's maps and software using Garmin Express. Download this desktop software for notifications when updates are available for your device.



# GARMIN DRIVE™ 53

## 5" GPS NAVIGATORS

**NEW PRODUCT ANNOUNCEMENT**

### PRODUCT CONFIGURATIONS:

#### Garmin Drive 53



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN			
Now	Garmin Drive 53, vehicle suction cup, vehicle power cable, USB cable and documentation	Made in Taiwan. Cables made in China, Taiwan or Philippines.			
SKU	UPC	MRP (USD)	MRP (CAD)	SCHEDULE B	HTS
010-02858-00	753759313494	\$149.99	\$199.99	8526910070	8526.91.0040

#### Garmin Drive 53 & Traffic



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN			
Now	Garmin Drive 53 & Traffic, vehicle suction cup, vehicle power cable with traffic antenna, USB cable and documentation	Made in Taiwan. Cables made in China, Taiwan or Philippines.			
SKU	UPC	MRP (USD)	MRP (CAD)	SCHEDULE B	HTS
010-02858-01	753759313500	\$169.99	\$229.99	8526910070	8526.91.0040

### PHYSICAL SPECIFICATIONS:

	Garmin Drive 53
<b>Unit dimensions</b> (WxHxD):	4.97" x 3.33" x 0.67" (126.4 x 84.5 x 17 mm)
<b>Display size</b> (WxH):	4.25" x 2.55" (108 x 64.8 mm)
<b>Display resolution</b> (WxH):	800 x 480 pixels
<b>Display type:</b>	Multi-touch, glass, WVGA, with backlight
<b>Weight:</b>	2.43 oz (69 g)
<b>Magnetic mount:</b>	No
<b>Data cards:</b>	microSD™ (not included)
<b>Battery type:</b>	Internal rechargeable lithium-ion battery
<b>Battery life:</b>	Up to 1 hour

### PACKAGING SPECIFICATIONS:

	Garmin Drive 53	Garmin Drive 53 & Traffic
<b>Gift box dimensions</b> (WxHxD):	6.25" x 4.25" x 2.75" (16 x 11 x 7 cm)	6.25" x 4.25" x 2.75" (16 x 11 x 7 cm)
<b>Gift box weight:</b>	0.92 lb (418 g)	0.92 lb (418 g)
<b>Master carton dimensions</b> (WxHxD):	18" x 13.1" x 12.4" (46 x 33 x 31 cm)	18" x 13.1" x 12.4" (46 x 33 x 31 cm)
<b>Master carton weight:</b>	30.2 lbs (13.7 kg)	30.2 lbs (13.7 kg)
<b>Master carton quantity:</b>	32	32



### MERCHANDISING:

#### Dummy Unit




Garmin Drive 53  
SKU: 010-M2858-00  
UPC: 753759316945

# GARMIN DRIVE™ 53

## 5" GPS NAVIGATORS

**NEW PRODUCT ANNOUNCEMENT**

### COMPATIBLE ACCESSORY OVERVIEW:

	SKU	UPC	MSRP	DESCRIPTION	IMAGE
GTM 36™	010-01009-02	753759978969	\$69.99	Add traffic coverage to your non-traffic navigator with the GTM 36. This combination traffic receiver and 12V power adapter provides traffic information to your compatible Garmin device so you can route around accidents, construction and other obstacles to save you time.	
5" and 6" Universal Carrying Case	010-12101-00	753759115760	\$19.99	Get premium, scratch-resistant protection for your compatible 5" or 6" device. This sleek leather case supports your device, while the soft fabric interior provides dual all-around protection. The case closes with a magnet.	
Hinged Portable Friction Mount	010-11280-02	753759103422	\$34.99	Secure your compatible device to your dashboard with this portable friction mount. Fold down the integrated arm for storage and portability.	
Dashboard Mount	010-10747-02	753759057862	\$24.99	Secure your device for easier navigation while in your vehicle with this compact, adjustable dashboard mount. It includes adhesive disk to permanently install the mount base to the dashboard.	
AC Adapter Cable	010-11873-00	753759991197	\$29.99	Power and recharge your devices from any standard U.S. wall outlet with this adapter cable.	
High-speed Multi-charger	010-10723-17	753759111540	\$39.99	Add 2 high-speed USB ports to your vehicle's 12-volt outlet without losing the ability to power your compatible device. Use each USB port to charge a phone, tablet or any other device that needs power on the go.	
Air Vent Mount	010-11952-00	753759003548	\$19.99	See your device in a new way. Attach your compatible Garmin navigator to the air vent in your vehicle with this mount, an alternative to windshield and dash mounts. This mount has a ball joint size of 0.67" (17 mm). This mount is not compatible with Garmin DriveLuxe™, Garmin DriveAssist™ or any navigation devices 7" or larger.	
Portable Friction Mount	010-10908-02	753759098858	\$34.99	Keep your device in easy sight with this portable friction mount, and then remove it from your vehicle when you arrive at your destination. It lets you use your device in more than one vehicle. This mount has a ball joint size of 0.67" (17 mm).	
Vehicle Power Cable	010-11838-00	753759989392	\$24.99	Power up while you're on the go with this 12-volt adapter. It's your in-vehicle charger when you're out on the open road. The included traffic antenna is compatible with navigators that include an embedded traffic receiver.	

For additional compatible products and accessories, please visit [Garmin.com](http://Garmin.com).

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