



.....

FORERUNNER® 265 AND FORERUNNER 265S GPS RUNNING SMARTWATCHES

NEW PRODUCT ANNOUNCEMENT

OVERVIEW | FEATURES | COMPARISON | CONFIGURATIONS
SPECIFICATIONS | MERCHANDISING

.....

MARKETING MEMO

March 2, 2023

FORERUNNER® 265 AND FORERUNNER 265S

GPS RUNNING SMARTWATCHES

NEW PRODUCT ANNOUNCEMENT



PRODUCT OVERVIEW:

Train brilliantly with the Forerunner 265 GPS running smartwatch. Its colorful AMOLED touchscreen display stands out while the training readiness feature — which tells you when you're primed for a productive session — helps you crush your goals. Wake up to your morning report with HRV status to see health insights alongside an overview of sleep, recovery and training outlook¹. Plan your race strategy with the race widget, which enables personalized daily suggested workouts that adapt to performance, recovery, the race you're running and its course. Get ready to make the most of every run with wrist-based running power and multi-band GPS. And when you want to switch it up with cross training, choose from more than 30 activity profiles, including triathlon, cycling, swimming and more. Get a more complete picture of your health, not just a glimpse, from your Forerunner 265 or Forerunner 265S with up to 15 days of battery life in smartwatch mode.



KEY FEATURES:

NEW	AMOLED TOUCHSCREEN DISPLAY	Brilliant AMOLED touchscreen display with traditional button controls.
NEW	UPDATED DESIGN	Choose from 46mm or 42mm case size and several dual-color band options.
NEW	TRAINING READINESS	Training readiness score is based on sleep quality, recovery, training load and HRV status to determine if you're primed to go hard and get the most out of your workout ¹ .
NEW	WRIST-BASED RUNNING DYNAMICS	This feature provides wrist-based advanced running dynamics, including running power, ground contact time balance, stride length and more. Get even more accurate data with an additional accessory (HRM or pod).
	BATTERY LIFE	Get up to 13 days in smartwatch mode and up to 20 hours in GPS mode with Forerunner 265, or get up to 15 days in smartwatch mode and up to 24 hours in GPS mode with Forerunner 265S.
	MORNING REPORT	As soon as you wake up, get your morning report with an overview of your sleep, recovery and training outlook alongside HRV status, training readiness and weather ¹ .
	RACE WIDGET & DAILY SUGGESTED WORKOUTS	Plan race strategy with personalized daily suggested workouts based on the race and course that you input into the Garmin Connect™ app and then view the race widget on your watch; daily suggested workouts adapt after every run to match performance and recovery.
	MORE ACTIVITIES	30+ built-in activity profiles include running, triathlons, cycling, open-water swimming and more.
	TRAINING STATUS	Using indicators such as HRV status, recent exercise history and performance, get insight into overall progress with training status — and know whether you're training productively, peaking or strained ¹ .
	SAFETY AND TRACKING	Safety and tracking features, including incident detection (during select outdoor activities) and Assistance, send a message with your live location to emergency contacts when paired with your compatible smartphone; requires setup and your smartphone to be in an area with network coverage where data connectivity is available
	SUPERIOR ACCURACY	Multi-band GNSS with SatIQ™ technology provides superior positioning accuracy in challenging environments while also optimizing the device's battery life
	CONNECTED FEATURES	Never miss a call or text from your paired Android™ or Apple® smartphone with smart notifications.
	GARMIN PAY™ PAYMENT SOLUTION	Leave your cash and cards at home; Garmin Pay™ contactless payments let you pay for purchases on the go (in supported countries and payment networks)
	MUSIC ON THE GO	With 8 GB of internal memory, download hours of music to your watch, including playlists from Spotify, Amazon Music or Deezer (subscription may be required), and connect with your wireless headphones for phone-free listening.
	FREE CONNECT APP	See your health and fitness information, connect and compete with friends, sign up for challenges to earn badges and more — all in our free, zero-subscription Garmin Connect™ app.
	ACUTE LOAD	Compare the intensity of your recent workouts to the optimal range for your fitness and training history.
	GARMIN COACH	Get free adaptive training plans from Garmin Coach, or create your own custom workouts at our Garmin Connect™ online fitness community.



MORNING REPORT



RACE WIDGET



HRV STATUS



SUGGESTED WORKOUTS



TRAINING READINESS



GARMIN COACH



TRAINING STATUS

PRODUCT COMPARISON:



General			
Display type		AMOLED	transflective MIP
Touchscreen		•	•
Battery life	Smartwatch mode	265: Up to 13 days, 265S: Up to 15 days	Up to 14 days
	GPS mode	265: Up to 20 hours, 265S: Up to 24 hours	Up to 30 hours
Bezel material		fiber-reinforced polymer	fiber-reinforced polymer
Memory		8 GB	4 GB
Full-color mapping			•
Course routing			•
Multi-band GPS		•	•
ANT+®/USB/BLUETOOTH® technology		•	•
Wi-Fi® connectivity		•	•
Smartphone notifications		•	•
Connect IQ™ apps		•	•
Wrist-based HR¹		•	•
HRV status		•	•
Barometric altimeter		•	•
Floors climbed		•	•
Music playback		•	•
Activity tracking		•	•
Garmin Pay™ contactless payments		•	•
Training			
Training readiness		•	•
Acute load		•	•
Stamina			•
Morning report		•	•
Wrist-based Running power		•	•
Aerobic training effect		•	•
Anaerobic training effect		•	•
Training status		•	•
VO2 max		•	•
Recovery time		•	•
Race predictor		•	•
Race widget		•	•
Workouts		•	•
Training plans		•	•
Garmin Coach training		•	•
Wrist-based Running dynamics		•	•
Auto Lap® feature		•	•
Triathlon activity profile		•	•

PRODUCT CONFIGURATIONS:

SCHEDULE B: 8517620050
HTS: 8517.62.0050

FORERUNNER 265



AVAILABLE	INCLUDES		COUNTRY OF ORIGIN	
Now	Forerunner 265, Power/Data Cable, Documentation		Made in Taiwan.	
COLOR	SKU	UPC	MRP (USD)	MRP (CAD)
Black/Powder Gray	010-02810-00	753759313654	\$449.99	\$599.99
Whitestone/Tidal Blue	010-02810-01	753759313661	\$449.99	\$599.99
Aqua/Black	010-02810-02	753759313678	\$449.99	\$599.99

FORERUNNER 265S



AVAILABLE	INCLUDES		COUNTRY OF ORIGIN	
Now	Forerunner 265S, Power/Data Cable, Documentation		Made in Taiwan.	
COLOR	SKU	UPC	MRP (USD)	MRP (CAD)
Black/Amp Yellow	010-02810-03	753759313685	\$449.99	\$599.99
Whitestone/Neo Tropic	010-02810-04	753759313692	\$449.99	\$599.99
Light Pink/Whitestone	010-02810-05	753759313708	\$449.99	\$599.99

PHYSICAL SPECIFICATIONS:

	Forerunner 265	Forerunner 265S
Water rating:	5 ATM	5 ATM
Unit dimensions:	46.1 x 46.1 x 12.9 mm	41.7 x 41.7 x 12.9 mm
Weight:	47 g	39 g
Display size:	1.3"	1.1"
Display resolution:	416 x 416	360 x 360
Display type:	AMOLED	AMOLED
Lens material:	Gorilla Glass 3	Gorilla Glass 3
Memory/history:	8 GB	8 GB

PACKAGING SPECIFICATIONS:



	Forerunner 265	Forerunner 265S
Gift box dimensions (WxHxD):	3.6" x 4.4" x 2.8" (91 x 112 x 70.5 mm)	3.6" x 4.4" x 2.8" (91 x 112 x 70.5 mm)
Gift box weight:	.29 lb (132 g)	.27 lb (124 g)
Master carton dimensions (WxHxD):	15.1" x 15.2" x 15.9" (384 x 378 x 403 mm)	15.1" x 15.2" x 15.9" (384 x 378 x 403 mm)
Master carton weight:	21.4 lbs (9.7 kg)	20.4 lbs (9.2 kg)
Master carton quantity:	60	60

COMPATIBLE ACCESSORIES:

		SKU	UPC	MSRP	IMAGE
NEW	Quick Release Band Black/Powder Gray 22 mm	010-11251-A0	753759298227	\$39.99	
NEW	Quick Release Band Whitestone/Tidal Blue 22 mm	010-11251-A1	753759298234	\$39.99	
NEW	Quick Release Band Aqua/Black 22 mm	010-11251-A2	753759298241	\$39.99	
NEW	Quick Release Band Black/Amp Yellow 18 mm	010-11251-A3	753759298258	\$39.99	
NEW	Quick Release Band Whitestone/Neo Tropic 18 mm	010-11251-A4	753759298265	\$39.99	
NEW	Quick Release Band Light Pink/Whitestone 18 mm	010-11251-A5	753759298272	\$39.99	
	HRM-Pro™ Plus monitor	010-13118-00	753759300883	\$129.99	
	HRM-Dual™ monitor	010-12883-00	753759149772	\$69.99	
	Running Dynamics Pod	010-12520-00	753759175528	\$69.99	

DUMMY UNITS



010-M2810-00



010-M2810-01



010-M2810-02



010-M2810-03



010-M2810-04



010-M2810-05

PRODUCT COPY:

Product copy for Forerunner 265 can be downloaded from the [Dealer Resource Center](#).

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. Displays up to 2 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 1 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. 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 PRODUCT CARDS

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

FORERUNNER 265
SKU: M00-00936-01



FORERUNNER 265S
SKU: M00-00936-02



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



MERCHANDISING CONTINUED:

GARMIN BRANDED GRAY COUNTERTOP/FREESTANDING VIDEO DISPLAY

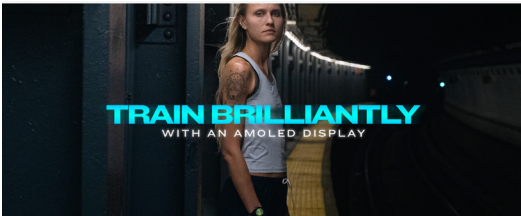
Order these components to build your Garmin branded gray countertop/freestanding video display: dummy units, brackets, SD™ card, product cards, common features product cards and graphics. You can also order these components to update your existing countertop or freestanding display. Contact your inside 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



FEATURE/BENEFIT VIDEO:



Final artwork is subject to change from images shown in the merchandising section. For more information on merchandising, please visit the [Dealer Resource Center](#).

¹ See Garmin.com/ataccuracy

Please note: The ECCNs and Classification numbers provided represent the opinion of Garmin International, Inc. of the proper classifications for the products today (based on the original software and/or original hardware). Classifications are subject to change. Under the U.S. export regulations, the U.S. Government assigns your organization or client, as exporter/importer of record, the responsibility for determining the correct classification of any item at the time of export/import. Depending on the products, the customer, or the country of destination, an export license may be required by the Department of Commerce prior to shipment. The Department of Commerce's Bureau of Industry and Security (former Bureau of Export Administration) website (<http://www.bis.doc.gov>) provides information that might be useful to you in determining whether you need to obtain a license for a particular shipment. To be clear, if an item described above does require a validated export license, it would be the exporter's responsibility to obtain this license prior to exportation.

The Bluetooth word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Garmin is under license.

SPOTIFY and the Spotify logo are among the registered trademarks of Spotify AB.

Apple is a trademark of Apple Inc., registered in the U.S. and other countries.

Android is a trademark of Google LLC.

Wi-Fi is a registered trademark of Wi-Fi Alliance.