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GARMIN CATALYST™

DRIVING PERFORMANCE OPTIMIZER

NEW PRODUCT ANNOUNCEMENT

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MARKETING MEMO

Sept. 3, 2020

GARMIN CATALYST™ DRIVING PERFORMANCE OPTIMIZER

**NEW PRODUCT
ANNOUNCEMENT**



PRODUCT OVERVIEW:

Garmin Catalyst is an industry-first racing coach and driving performance optimizer¹ that's changing the world of motorsports. It mounts in the cockpit to gather your performance data and provide real-time audible coaching. Immediate session analysis helps drivers of all levels achieve their full track driving potential on road courses. Groundbreaking True Track Positioning™ technology uses built-in accelerometers, 10 Hz multi-GNSS positioning and image processing to automatically generate your car's racing line on the track. Plus, our revolutionary True Optimal Lap™ technology shows your best achievable time, based on lines you actually drove and can repeat. While on the track, hear real-time coaching cues through a compatible headset² or car stereo. After your session, use the touchscreen display to immediately review your performance data and see your major areas for improvement.



Garmin Catalyst shown with the included Remote Cam



GARMIN CATALYST™

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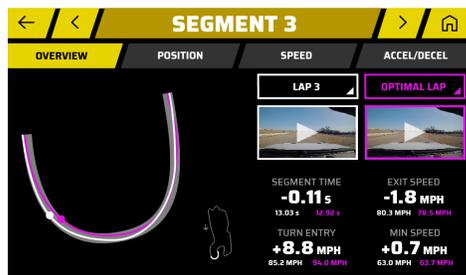
NEW PRODUCT ANNOUNCEMENT

KEY FEATURES:

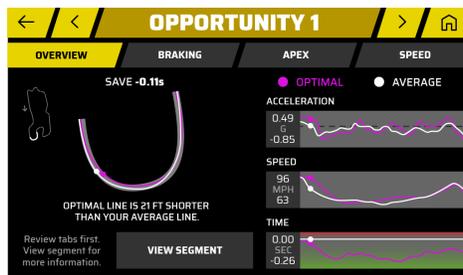
NEW	TRUE TRACK POSITIONING™	To automatically generate your car's racing line on the track, groundbreaking True Track Positioning technology uses built-in accelerometers, image processing and 10 Hz multi-GNSS positioning ¹
NEW	LIVE AUDIO COACHING CUES	Receive real-time audio coaching cues in a compatible headset ² , or stream through your car stereo via BLUETOOTH® technology
NEW	TRUE OPTIMAL LAP™	True Optimal Lap™ technology shows your best achievable time, based on lines you actually drove and can repeat
NEW	SEE AREAS OF GAIN	Automatically interprets your data to show biggest areas of gain right on the 7" Garmin Catalyst display; no computer needed
NEW	REMOTE CAM IMAGE PROCESSING	Included Remote Cam with attached polarized lens cover records crisp 1080p video, which can be played back on the Garmin Catalyst device with time-synced overlays showing speed, lap data and more
NEW	PERFORMANCE METRICS	Shows best lap time, adaptive delta time, number of laps and session time; easily compare your performance data from other sessions, and get immediate, adaptive suggestions
NEW	TRACK DATABASE	Comes preloaded with a global track database with the ability to add more road courses
NEW	ON-DEVICE SESSION ANALYSIS	After your session, immediately review in-depth performance data on your Garmin Catalyst device
NEW	ACCESS DATA USING GARMIN CONNECT™	In addition to the in-depth data provided on your Garmin Catalyst device, users also have the option to access data summaries on a mobile device or computer using Garmin Connect™ with an active Wi-Fi® connection
NEW	SECURE MOUNTING OPTIONS	Securely position Garmin Catalyst inside the cockpit using the included heavy-duty suction up or screw down mount

SCREENSHOTS:

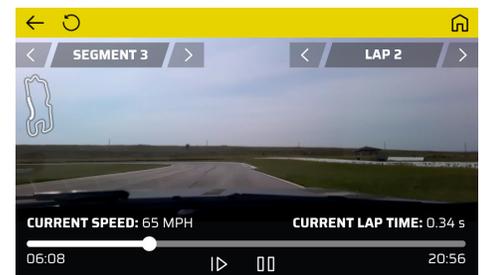
TRUE TRACK POSITIONING



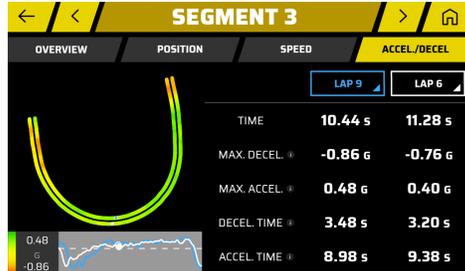
TRUE OPTIMAL LAP



VIDEO OVERLAYS



SEE AREAS OF GAIN



ADAPTIVE COACHING



TRACK DATABASE



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PRODUCT CONFIGURATIONS:

SCHEDULE B: 8526910070
HTS: 8526.91.0040

Garmin Catalyst



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN	
September	Garmin Catalyst, microSD™ card pre-installed under covered compartment, Remote Cam with polarized lens cover, Remote Cam 3.5-meter cable, heavy-duty vehicle suction cup, powered magnetic mount, 1" connecting arm (2x), 1" arm connector, cable clips, 1" inch ball adapter screw down mount, USB data cable, 12V bare wire vehicle power cable, additional Remote Cam adhesive, vehicle power cable and documentation Note: Auxiliary card slot on the side of the Catalyst device is externally accessible for memory expansion.	Made in Taiwan. Cable made in China.	
SKU	UPC	MRP (USD)	MRP (CAD)
010-02345-00	753759256449	\$999.99	\$1,399.99

PHYSICAL SPECIFICATIONS:

Unit dimensions (W x H x D):	7.84" x 4.79" x 0.93" (19.9 x 12.2 x 2.4 cm)
Display size (W x H):	6.0" x 3.5" (15.2 x 8.9 cm); 6.95" (17.7 cm) diagonal
Display resolution (W x H):	1024 x 600 pixels
Display type:	6.95" super wide view IPS, color TFT, with on-cell capacitive touch panel
Weight:	15.4 oz (437 g)
Battery type:	Rechargeable lithium-ion
Battery life:	Up to 2 hours

PACKAGING SPECIFICATIONS:

Gift box dimensions (W x H x D):	12.5" x 8.0" x 4.1" (31.8 x 20.2 x 10.5 cm)
Gift box weight:	4.1 lbs (1.9 kg)
Master carton dimensions (W x H x D):	18.1" x 9.6" x 13.7" (46.0 x 24.3 x 34.8 cm)
Master carton weight:	19.4 lbs (8.8 kg)
Master carton quantity:	4



VIDEOS:

GARMIN CATALYST VIDEO:



PRODUCT COPY:

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

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COMPATIBLE ACCESSORIES:

	SKU	UPC	MSRP	DESCRIPTION	IMAGE
Remote Cam	010-13081-03	753759266585	\$149.99	1080P HD remote camera for use with your compatible Garmin product. Includes polarized lens cover, power/data cable, adhesive mount and adhesive cable clips.	
Vehicle windshield mounting kit	010-13081-00	753759266370	\$74.99	Mount your compatible device with this suction cup mount. The powered magnetic mount charges your device while you drive (power cable sold separately).	
Screw down mounting kit	010-13081-01	753759266387	\$69.99	Secure your compatible device with this 2" base mount. The powered magnetic mount charges your device while you drive (power cable sold separately).	
Bare wire power cable	010-13081-05	753759266608	\$24.99	Hardwire your compatible Garmin device with this bare wire cable. This cable powers your compatible device and is compatible with 12-volt and 24-volt systems.	
Socket power adapter	010-13081-02	753759266578	\$16.99	Power your compatible device with this 12-volt adapter.	
Universal carrying case	010-11917-00	753759995027	\$16.99	Get durable all-around protection for your compatible device with this sleek carrying case. This zippered black case surrounds your device with foam and gray velvet, helping to protect it from scratches.	

MERCHANDISING:

Dummy Unit
 Garmin Catalyst
 SKU: 010-M2345-00
 UPC: 753759264963

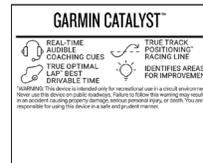


Wood Pedestal – This display is designed for small spaces and should be used inside a glass case. When featuring multiple products, pedestals may be merchandised side by side. Use with a dummy unit and small product card, both ordered separately.

SKU: M00-10801-00
 Size: 2.9" W x 4.3" D x 4.86" H



Small Product Card
 SKU: M00-00671-00
 Size: 2" H x 2.5" W



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MERCHANDISING CONTINUED:

Garmin Branded Gray Countertop/Freestanding Video Display

Countertop Display Dimensions: 12" W x 17.75" T x 14" D
Freestanding Display Dimensions: 24" W x 60" T x 20" D

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.



¹WARNING: This device is intended only for recreational use in a circuit environment. Never use this device on public roadways. Failure to follow this warning may result in an accident causing property damage, serious personal injury, or death. You are responsible for using this device in a safe and prudent manner.
²Requires helmet or headset (each sold separately) enabled with BLUETOOTH® technology

The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Garmin is under license.
Wi-Fi® is a registered trademark of the Wi-Fi Alliance

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.