

GARMIN[™] *marketing memo*

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To: Marine & Consumer Electronic Dealers
From: Jon Peckman, Director, Mobile Navigation Sales
Date: March 4th, 2008

New Product Announcement

Next generation affordable navigator



nüvi[®] 205



nüvi[®] 255

Garmin International is pleased to announce the nüvi[®] 205 and nüvi 255 affordable GPS navigators. With easy-to-use touchscreen displays, both models can route to addresses, restaurants, hotels and more with turn-by-turn directions and voice guidance. nüvi 205 will say "Turn right in 500 feet," while nüvi 255 will include text-to-speech which will prompt you to "Turn right on Main Street." New appealing features include MSN[®] Direct compatibility, HotFix[™], Garmin Connect Photos, digital elevation maps, automatic time zone updates and smoother map updates.

nüvi 205 and nüvi 255 are compatible with Garmin's optional MSN[®] Direct receiver (GDB 55). This new MSN Direct receiver provides premium content such as traffic updates, weather, gas prices, enhanced movie listings, stock info, news, local events and a send-to-GPS feature for trip planning. This accessory will be available third quarter of 2008.

nüvi 205 is the most affordable option, with mapping coverage of the lower 48 states, Hawaii and Puerto Rico. It offers five million points of interest, including hotels, restaurants, gas stations, ATMs and attractions. nüvi 255 has broader map coverage – it comes preloaded with City Navigator[®] NT road maps for North America¹ and six million points of interest. The map data for both units is provided by NAVTEQ[™], a world leader in premium-quality mapping.

Product Features and Specifications

- **MSN[®] Direct compatible:** with Garmin's optional MSN[®] Direct receiver (GDB 55), receive premium content such as traffic updates, weather, gas prices, enhanced movie listings, stock info, news, local events and a send-to-GPS feature for trip planning. This accessory will be available third quarter of 2008.
- **HotFix[™]:** nüvi will decrease satellite acquisition times by recording ephemeris data, then predicting satellite location for the areas and times recorded for up to three days
- **Garmin Connect Photos:** associate your favorite images with saved locations and visit Garmin connect at <http://connect.garmin.com> to download new images with included coordinates
- **Digital elevation maps** show you shaded terrain contours at zoom levels of five miles and above
- **"Where Am I?" feature:** find the closest hospitals, police stations, gas stations, nearest address and intersection. Also see your exact latitude and longitude coordinates
- **Auto time zone:** nüvi will automatically adjust your time zone while navigating
- Sleek, ultra-slim design fits easily in pocket
- Easy-to-use, touchscreen interface
- Turn-by-turn directions with voice guidance: nüvi 205 will prompt you to "Turn right in 500 feet," while nüvi 255 includes text-to-speech which will prompt you to "Turn right on Main Street"
- Bright 3.5" diagonal color display; 320 x 240 pixels; QVGA TFT display, with white backlight
- Preloaded with City Navigator[®] - nüvi 205 includes detailed maps of the lower 48 states plus Hawaii and Puerto Rico; nüvi 255 includes detailed maps of U.S., Canada and Puerto Rico
- High-sensitivity GPS receiver for improved performance and reception
- Trip computer records mileage, max speed, total time and more
- Built-in travel kit includes features such as picture viewer, world clock, currency and measurement converters and calculator
- **MicroSD** memory card expansion slot
- Includes Garmin Lock[™] anti-theft feature
- Configurable vehicle icons – allows users to select a fun, customized car-shaped icon; users can download additional choices from www.garmingarage.com²
- Offers a three-dimensional mapping perspective, or 2D overhead view

- Unit dimensions: 3.8"W x 2.8"H x 0.8"D
- Weight: 5.2 ounces
- Built-in lithium-ion battery: lasts up to four hours depending on usage
- Includes sturdy suction cup mount that allows for easy adjustment and quick release
- Simplified PC connectivity, similar to a digital camera, using USB mass storage with access to either the MicroSD card slot or to the unit's internal memory directly from your PC desktop.²
- With the POI loader program, users can set up proximity alerts for school zones, safety cameras, create custom POIs and more.²

¹Coverage of Mexico not included.

²Requires optional USB cable (purchased separately).

Compatible Garmin Accessories

Description	Part Number	UPC Number	List Price
• MSN [®] Direct receiver (GDB 55)	010-00723-00	753759080266	\$124.99
• A/C Charger (includes international adapters)	010-10723-00	753759052966	\$25.00
• AC/DC to vehicle power adapter	010-10723-08	753759075644	\$24.99
• USB mass storage PC interface cable	010-10723-01	753759052973	\$14.99
• Carrying case	010-10723-02	753759052980	\$18.00
• Carrying case: black outside with pink inside	010-10936-01	753759075231	\$18.00
• Carrying case: pink outside and inside	010-10936-02	753759075248	\$18.00
• Vehicle power cable, replacement	010-10723-06	753759053116	\$28.00
• Automotive mount	010-10747-02	753759057862	\$23.00
• Portable friction mount	010-10908-00	753759067304	\$39.99
• Suction cup mount, replacement	010-10936-00	753759067847	\$25.00
• Suction cup mount with vehicle power cable kit	010-10979-00	753759072995	\$29.99
• Suction cup (does not include unit mount, replacement)	010-10747-00	753759057848	\$14.00

Additional accessories including Garmin Travel Guides and preprogrammed microSD cards are available at www.garmin.com.

Shipping and Case Pack Information

<u>Gift Box Dimensions</u>	<u>Gift Box Weight</u>	<u>Case Pack</u>	<u>Master Carton Dim</u>	<u>Master Carton Weight</u>
5.3"D x 5.3"W x 2.6"H	1 lb	36 pcs/carton	12.3"D x 18.2"W x 18"H	40 lb

NOTICE REGARDING WINDSHIELD MOUNTING; SPECIAL NOTICE TO DRIVERS IN CALIFORNIA AND MINNESOTA: State law in Minnesota and California prohibits and/or restricts drivers from using suction mounts on their windshields while operating motor vehicles. (See California Vehicle Code 26708(a); Minnesota Statutes Section 169.71.) Check your state and local laws and ordinances where you drive, as other states may enact similar prohibitions or related restrictions against windshield objects that obstruct the driver's vision (Michigan and New Jersey law currently prohibits windshield objects that obstruct the driver's vision). Remember to always mount your Garmin unit in a location that does not obstruct the driver's view of the road. Garmin does not assume any responsibility for any fines, penalties, or damages that may be incurred as a result of disregarding this notice or as a result of any other state or local law or ordinance relating to use of the unit.