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STRIKER™ VIVID FISHFINDER SERIES

NEW PRODUCT ANNOUNCEMENT

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MARKETING MEMO

Oct. 27, 2020

STRIKER™ VIVID FISHFINDER SERIES



PRODUCT OVERVIEW:

See fish and structure in colorful detail with the STRIKER™ Vivid fishfinder series. These easy-to-use devices now feature high-contrast color palettes to make it easier to see what's beneath the surface. It includes a transducer for best-in-class Garmin CHIRP traditional sonar, CHIRP ClearVü and CHIRP SideVü (7sv and 9sv only) scanning sonars and tilt/swivel mount. Built-in, high-sensitivity GPS lets you mark hot spots, build maps with 1' contours and view your boat's speed.



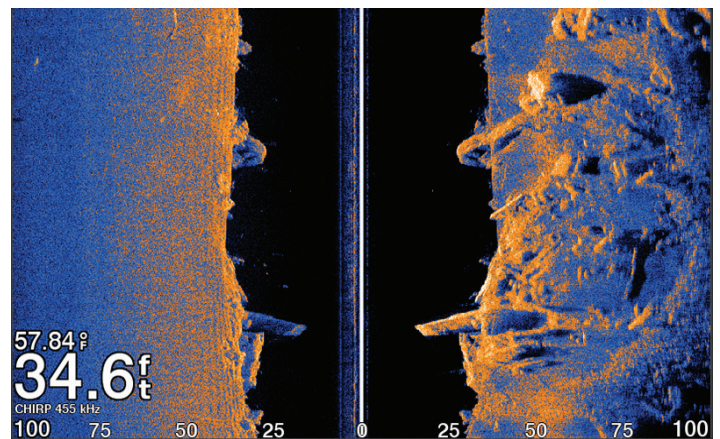
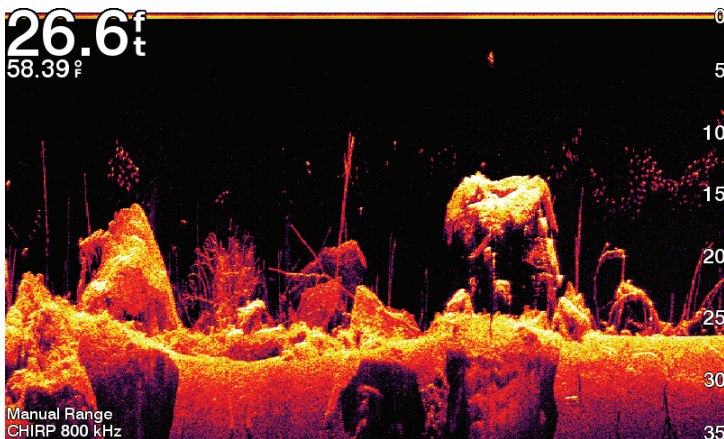
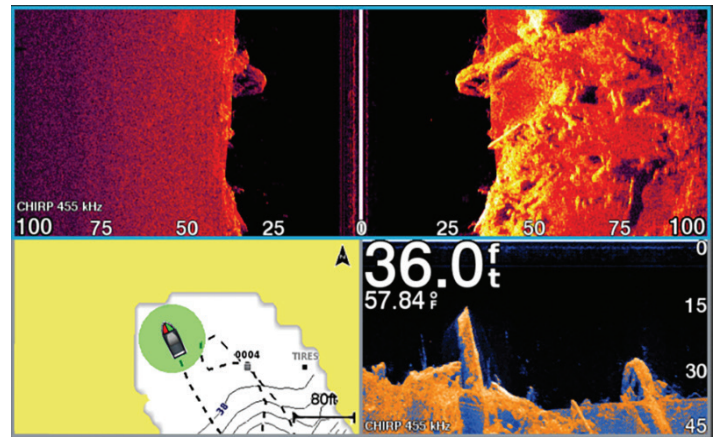
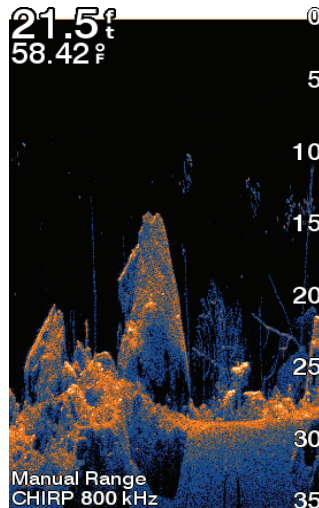
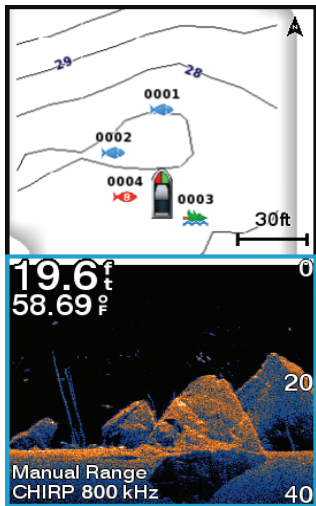
STRIKER™ VIVID FISHFINDER SERIES

**NEW PRODUCT
ANNOUNCEMENT**

KEY FEATURES:

NEW	VIVID COLORS	Easy-to-use color fishfinder with 7 new vivid scanning sonar color palettes to easily distinguish fish and structure
	INCLUDED TRANSDUCER	STRIKER 4cv, 5cv and 7cv fishfinders include a GT20 transducer for built-in Garmin CHIRP traditional sonar and CHIRP ClearVü scanning sonar STRIKER 7sv and 9sv fishfinders include a GT52 transducer for built-in Garmin CHIRP traditional sonar and CHIRP ClearVü and CHIRP SideVü scanning sonars
	MOUNTING	Includes tilt/swivel bail mount bracket
	GPS	High-sensitivity GPS to mark waypoints, create routes and view your boat's speed
	QUICKDRAW CONTOURS	Includes built-in Quickdraw Contours mapping
	WIRELESS CONNECTIVITY	STRIKER 7cv, 7sv and 9sv offer Wi-Fi® connectivity which allows you to connect to the ActiveCaptain® app¹ to transfer waypoints, receive smart notifications (including software update notifications) and access the Garmin Quickdraw™ Community

SCREENSHOTS:



STRIKER™ VIVID FISHFINDER SERIES

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PRODUCT COMPARISON:

	STRIKER Vivid 4cv	STRIKER Vivid 5cv	STRIKER Vivid 7cv	STRIKER Vivid 7sv	STRIKER Vivid 9sv
Physical dimensions	3.9" x 6.9" x 1.8" (9.8 x 17.4 x 4.5 cm)	7.4" x 4.5" x 2.1" (18.8 x 11.6 x 5.4 cm)	9.3" x 5.5" x 2.3" (23.5 x 14.0 x 5.8 cm)	9.3" x 5.5" x 2.3" (23.5 x 14.0 x 5.8 cm)	11.1" x 6.5" x 2.4" (28.2 x 16.5 x 6.0 cm)
Display size (diagonal)	4.3"	5.0"	7.0"	7.0"	9.0"
Display resolution	272 x 480 HVGA	800 x 480 WVGA	800 x 480 WVGA	800 x 480 WVGA	800 x 480 WVGA
Quickdraw Contours software	•	•	•	•	•
Wi-Fi®			•	•	•
Internal high-sensitivity GPS	•	•	•	•	•
CHIRP traditional sonar	•	•	•	•	•
CHIRP ClearVü	•	•	•	•	•
CHIRP SideVü				•	•
Included transducer	GT20-TM transducer			GT52HW-TM transducer	
Maximum depth capabilities with included transducer ²	1,750 ft (freshwater) 830 ft (saltwater) 250 ft (ClearVü)	2,300 ft (freshwater) 1,100 ft (saltwater) 250 ft (ClearVü)		800 ft (traditional) 250 ft (ClearVü) 500 ft left/right (SideVü)	
Waypoints	5,000	5,000	5,000	5,000	5,000

PRODUCT CONFIGURATIONS:

 SCHEDULE B: 9014802000
HTS: 9014.80.2000

STRIKER Vivid 4cv fishfinder



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
November 2020	STRIKER Vivid 4cv fishfinder, GT20-TM transducer, power/data cable, tilt/swivel mount, hardware and documentation	Made in Taiwan. Cables made in China or Taiwan.		
SKU	DESCRIPTION	UPC	MRP (USD)	MRP (CAD)
010-02550-00	STRIKER Vivid 4cv fishfinder, U.S. with GT20-TM transducer	753759268299	\$179.99	\$249.99
010-02550-01	STRIKER Vivid 4cv fishfinder, WW with GT20-TM transducer	753759268305	\$179.99	\$249.99

STRIKER Vivid 5cv fishfinder



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
November 2020	STRIKER Vivid 5cv fishfinder, GT20-TM transducer, power/data cable, tilt/swivel mount, hardware and documentation	Made in Taiwan. Cables made in China or Taiwan.		
SKU	DESCRIPTION	UPC	MRP (USD)	MRP (CAD)
010-02551-00	STRIKER Vivid 5cv fishfinder, U.S. with GT20-TM transducer	753759268312	\$299.99	\$419.99
010-02551-01	STRIKER Vivid 5cv fishfinder, WW with GT20-TM transducer	753759268329	\$299.99	\$419.99
010-02551-02	STRIKER Vivid 5cv fishfinder, WW without transducer	753759268336	\$269.99	\$379.99

STRIKER™ VIVID FISHFINDER SERIES

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PRODUCT CONFIGURATIONS CONTINUED:

 SCHEDULE B: 9014802000
 HTS: 9014.80.2000

STRIKER Vivid 7cv fishfinder



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
November 2020	STRIKER Vivid 7cv fishfinder, GT20-TM transducer, power/data cable, tilt/swivel mount, hardware and documentation	Made in Taiwan. Cables made in China or Taiwan.		
SKU	DESCRIPTION	UPC	MRP (USD)	MRP (CAD)
010-02552-00	STRIKER Vivid 7cv fishfinder, U.S. with GT20-TM transducer	753759268367	\$399.99	\$559.99
010-02552-01	STRIKER Vivid 7cv fishfinder, WW with GT20-TM transducer	753759268374	\$399.99	\$559.99

STRIKER Vivid 7sv fishfinder



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
November 2020	STRIKER Vivid 7sv fishfinder, GT52HW-TM transducer, power/data cable, 12-pin to dual 4-pin transducer adapter cable, tilt/swivel mount, hardware and documentation	Made in Taiwan. Cables made in China or Taiwan.		
SKU	DESCRIPTION	UPC	MRP (USD)	MRP (CAD)
010-02553-00	STRIKER Vivid 7sv fishfinder, U.S. with GT52HW-TM transducer	753759268381	\$499.99	\$699.99
010-02553-01	STRIKER Vivid 7sv fishfinder, WW with GT52HW-TM transducer	753759268398	\$499.99	\$699.99
010-02553-02	STRIKER Vivid 7sv fishfinder, WW without transducer	753759268404	\$399.99	\$559.99

STRIKER Vivid 9sv fishfinder



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
November 2020	STRIKER Vivid 9sv fishfinder, GT52HW-TM transducer, power/data cable, 12-pin to dual 4-pin transducer adapter cable, tilt mount, hardware and documentation	Made in Taiwan. Cables made in China or Taiwan.		
SKU	DESCRIPTION	UPC	MRP (USD)	MRP (CAD)
010-02554-00	STRIKER Vivid 9sv fishfinder, U.S. with GT52HW-TM transducer	753759270728	\$599.99	\$839.99
010-02554-01	STRIKER Vivid 9sv fishfinder, WW with GT52HW-TM transducer	753759268411	\$599.99	\$839.99
010-02554-02	STRIKER Vivid 9sv fishfinder, WW without transducer	753759268428	\$499.99	\$699.99

STRIKER™ VIVID FISHFINDER SERIES

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PACKAGING SPECIFICATIONS:

	STRIKER Vivid 4cv	STRIKER Vivid 5cv	STRIKER Vivid 7cv	STRIKER Vivid 7sv	STRIKER Vivid 9sv
Gift box dimensions (WxHxD):	11.4" x 6.6" x 8.2" (28.9 x 16.8 x 20.9 cm)	11.4" x 6.6" x 8.2" (28.9 x 16.8 x 20.9 cm)	11.4" x 8.9" x 8.2" (29.0 x 22.5 x 20.8 cm)	11.4" x 8.9" x 8.2" (29.0 x 22.5 x 20.8 cm)	13.3" x 10.1" x 8.2" (33.9 x 25.7 x 20.9 cm)
Gift box weight:	3.2 lbs (1.5 kg)	With transducer: 3.8 lbs (1.7 kg) Without transducer: 2.9 lbs (1.3 kg)	4.7 lbs (2.1 kg)	With transducer: 5.4 lbs (2.4 kg) Without transducer: 4.2 lbs (1.9 kg)	With transducer: 6.5 lbs (2.9 kg) Without transducer: 4.8 lbs (2.2 kg)
Master carton dimensions (WxHxD):	20.8" x 12.3" x 17.3" (52.8 x 31.2 x 44.0 cm)	20.8" x 12.3" x 17.3" (52.8 x 31.2 x 44.0 cm)	28.0" x 12.9" x 17.7" (71.0 x 32.7 x 45.0 cm)	28.0" x 12.9" x 17.7" (71.0 x 32.7 x 45.0 cm)	28.0" x 11.6" x 17.7" (71.0 x 29.5 x 45.0 cm)
Master carton weight:	28.6 lbs (13.0 kg)	With transducer: 25.8 lbs (11.7 kg) Without transducer: 20.4 lbs (9.3 kg)	31.2 lbs (14.2 kg)	With transducer: 35.4 lbs (16.1 kg) Without transducer: 28.2 lbs (17.8 kg)	With transducer: 29.0 lbs (13.2 kg) Without transducer: 22.2 lbs (10.1 kg)
Master carton quantity:	8	6	6	6	4

PRODUCT COPY:

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

VIDEOS:

FEATURE AND BENEFIT VIDEO



DISCONTINUED:

Effective immediately, the following products will be discontinued.

SKU	DESCRIPTION	UPC
010-01871-00	STRIKER Plus 4cv fishfinder, U.S. with GT20-TM transducer	753759184186
010-01872-00	STRIKER Plus 5cv fishfinder, U.S. with GT20-TM transducer	753759184216
010-01873-00	STRIKER Plus 7cv fishfinder, U.S. with GT20-TM transducer	753759184278
010-01874-00	STRIKER Plus 7sv fishfinder, U.S. with GT52HW-TM transducer	753759184315

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COMPATIBLE ACCESSORY OVERVIEW:

USER DATA SHARING CABLE



SKU: **010-12234-06**
UPC: **753759135928**

Share user data, such as waypoints and routes, with other compatible Garmin devices.

MSRP: **\$19.99 USD**

PORTABLE FISHING KIT



SKU: **010-12462-00**
UPC: **753759156763**

Protect and carry your STRIKER™ Vivid device with this portable kit, which includes a sealed 8 Amp HR rechargeable battery with smart charger, built-in transducer cable management, storage, suction cup transducer mount and float.

MSRP: **\$99.99 USD**

ACTIVECAPTAIN® APP



The free all-in-one ActiveCaptain mobile app¹ allows you to manage your marine experience from nearly anywhere. It creates a simple yet powerful connection between your compatible mobile device and chartplotter, charts, maps and the community.

	SKU	UPC	MSRP	DESCRIPTION	IMAGE
Protective Cover	4cv - 010-12441-10 5cv - 010-12441-01 7cv/7sv - 010-12441-02 9cv - 010-12441-03	4cv - 753759186975 5cv - 753759150525 7cv/7sv - 753759150532 9sv - 753759186968	4cv - \$14.99 5cv - \$19.99 7cv/7sv - \$19.99 9sv - \$19.99	Our protective cover fits your STRIKER Vivid fishfinder, keeping it safe from the harsh marine environment when not in use.	
Flush Mount Kit	4cv - 010-12440-10 5cv - 010-12440-01 7cv/7sv - 010-12440-02 9sv - 010-12440-03	4cv - 753759186951 5cv - 753759150495 7cv/7sv - 753759150501 9sv - 753759186944	4cv - \$9.99 5cv - \$14.99 7cv/7sv - \$14.99 9sv - \$14.99	Our flush mount kit allows you to easily position your device against most flat surfaces in your boat. The kit includes hardware, installation instructions and a template.	
Tilt/Swivel Mount	4cv - 010-12439-10	4cv - 753759196431	4cv - \$12.99	Our mount allows you to tilt and swivel the device for optimum viewing.	
Tilt/Swivel Mount	5cv and 7cv/7sv 010-12439-01	5cv and 7cv/7sv 753759150471	5cv and 7cv/7sv \$19.99	Our mount allows you to tilt and swivel the device for optimum viewing.	
Bail Mount	9sv - 010-12439-03	9sv - 753759186937	9sv - \$19.99	Our mount allows you to tilt the device for optimum viewing.	

¹Requires app on your compatible smartphone paired to the STRIKER™ Vivid fishfinder; see Garmin.com/ble.

²Depth capacity is dependent on water bottom type and other water conditions

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.