NEW PRODUCT ANNOUNCEMENT

Jan. 21, 2025

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES



PRODUCT OVERVIEW

We've got your game with Approach S44 and Approach S50, the GPS golf watches that give you what you need on the course and beyond. The slim, lightweight golf watches feature a bright 1.2" AMOLED display that makes it easy to see key yardages to the green, hazards and doglegs on 43,000+ preloaded courses worldwide.

Line up your shot, even if you can't see the green, with PinPointer. Keep score from the watch itself, and upload directly to the Garmin Golf™ smartphone app for advanced stat tracking and handicap calculation. Leave your phone in the cart — and still get smart notifications to your watch when paired with your compatible smartphone.

With the Approach S50, you'll get even more with PlaysLike Distance of each shot with adjusted yardage for elevation changes. Off the course, be comfortable with the ComfortFit nylon strap and stay on top of your health with activity profiles for strength, yoga, running and much more — plus heart rate and advanced sleep monitoring[1].



APPROACH S44



APPROACH S50

Confidential – Authorized dealers and distributors only. Redistribution is prohibited.

GARMIN.

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

KEY FEATURES

APPROACH S44 AND APPROACH S50

COLORFUL AND CAPABLE

The stunning 1.2" AMOLED touchscreen display makes it easy to see key yardages to the green, hazards and layups on the colorful course maps.



PLAN YOUR SHOT

Get distance to the front, middle and back of the green. Plus, navigate bunkers, water hazards and layups, and use the PinPointer feature to see the direction of the pin.



ENHANCE YOUR GAME

Gain premium golf features on both watches with a Garmin Golf™ membership ($9.99 USD/month; $99.99 USD/year), including enhanced CourseView maps, green contours, touch targeting and more. Members can also add PlaysLike Distance to their Approach S44 smartwatch.



Requires Garmin Golf membership (subscription sold separately)

TRACK YOUR CLUBS

Pair with optional Approach® CT1 club tracking tags or Approach® CT10 club tracking sensors (both sold separately) for shot-tracking capabilities, so you have a clearer picture of which parts of your game to focus on.





NEW
Approach CT1
(sold separately)



Approach CT10
(sold separately)

KEEP SCORE

Easily keep score as you play, and upload to the Garmin Golf app for advanced stat tracking and handicap calculation.



STAY CONNECTED

Get smart notifications on your watch, including emails, texts and alerts when paired with your iPhone® or Android™ smartphone. Plus, use the sunrise and sunset widget so you know the best time of the day to play.



43,000+ PRELOADED COURSES

Your watch comes preloaded with more than 43,000 color maps of golf courses around the world. Get enhanced full-color CourseView maps with a Garmin Golf membership.

BATTERY LIFE

Get up to 15 hours of battery life in GPS mode and up to 10 days in smartwatch mode.

Confidential – Authorized dealers and distributors only. Redistribution is prohibited.

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

KEY FEATURES

APPROACH S50 ONLY

PLAYSLIKE DISTANCE

Know how far each shot is truly playing with yardage adjusted for elevation changes.



PRELOADED ACTIVITY PROFILES

Improve your strength and mobility with preloaded activity profiles for strength, yoga, cardio and much more so you can hit the ball farther and prevent injuries.



HEALTH AND WELLNESS FEATURES

Get a more complete picture of your health with wrast-based heart rate, stress tracking, Body Battery™ energy monitoring, advanced sleep monitoring and more so you can perform your best on the course[1].



GARMIN PAY™ AND MUSIC

Pay for your food at the turn with Garmin Pay contactless payments (with a supported payment card), and listen on the go when you download songs and playlists from Spotify, Amazon Music or Deezer (subscription may be required).



COMFORTFIT NYLON BANDS

S50 ONLY

Approach S50 features a sleek, comfortable nylon band with a hook and loop design for all-day wear.



PRODUCT IMAGES

APPROACH S44



PRODUCT IMAGES

APPROACH S50



APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

PRODUCT COMPARISON

	APPROACH S12	APPROACH S44	APPROACH S50	APPROACH S70
				
DISPLAY SIZE	0.9" x 0.9" (23 x 23 mm)	1.2" (30.4 mm) diameter	1.2" (30.4 mm) diameter	1.2" (32.02 mm) diameter and 1.4" (35.41 mm) diameter
CASE SIZE	43 mm	43 mm	43 mm	42 mm and 47 mm
DISPLAY TYPE	Sunlight-visible, transflective memory-in-pixel (MIP)	Color, touchscreen, AMOLED (optional always-on)	Color, touchscreen, AMOLED (optional always-on)	Color, touchscreen, AMOLED (optional always-on)
DISPLAY RESOLUTION	176 x 176 pixels	390 x 390 pixels	390 x 390 pixels	42 mm = 390 x 390 pixels 47 mm = 454 x 454 pixels
WEIGHT	1.20 oz (34.1 g)	1.5 oz (42 g)	1.0 oz (29 g)	42 mm = 1.5 oz (44 g) 47 mm = 2.0 oz (56 g)
LENS, BEZEL AND BUTTON MATERIAL	Chemically strengthened glass and fiber-reinforced polymer, plastic buttons	Corning® Gorilla® Glass 3 lens, anodized aluminum bezel, plastic buttons	Corning Gorilla Glass 3 lens, anodized aluminum bezel, metal buttons	Corning Gorilla Glass 3 lens, ceramic bezel, metal buttons
STRAP MATERIAL	Silicone	Silicone	ComfortFit nylon	Silicone
COMPATIBLE INTERCHANGEABLE BANDS	Quick release 20 mm bands	Quick release 20 mm bands	Quick release 20 mm bands	42 mm = QuickFit® 20 bands 47 mm = QuickFit 22 bands
BATTERY TYPE	Rechargeable internal lithium-ion	Rechargeable internal lithium-ion	Rechargeable internal lithium-ion	Rechargeable internal lithium-ion
BATTERY LIFE	GPS mode: up to 30 hours Watch mode: up to 10 weeks	GPS mode: up to 15 hours Smartwatch mode: up to 10 days	GPS mode: up to 15 hours Smartwatch mode: up to 10 days	42 mm = 15 hours (golf), 10 days (watch) 47 mm = 20 hours (golf), 16 days (watch)
WATER RATING	5 ATM	5 ATM	5 ATM	5 ATM
HIGH-SENSITIVITY RECEIVER	GPS	Multi-GNSS (GPS/GLONASS/Galileo)	Multi-GNSS (GPS/GLONASS/Galileo)	42 mm = multi-GNSS 47 mm = multi-band GPS
CONNECTIVITY	BLUETOOTH® technology	BLUETOOTH technology	BLUETOOTH, ANT+®, Wi-Fi® technologies	BLUETOOTH, ANT+, Wi-Fi technologies
PRELOADED COURSES	43,000+ worldwide	43,000+ worldwide	43,000+ worldwide	43,000+ worldwide
YARDAGE TO FRONT, MIDDLE AND BACK OF GREEN	•	•	•	•
HAZARDS AND COURSE TARGETS	•	•	•	•
LAYUPS/DOGLEGS DISTANCES	•	•	•	•
MEASURES SHOT DISTANCE	Manual	•	•	•
STAT TRACKING (STROKES, PUTTS PER ROUND, GREENS AND FAIRWAYS HIT)	•	•	•	•
DIGITAL SCORECARD	•	•	•	•
GREEN VIEW FEATURE (WITH MANUAL PIN POSITIONING)	•	•	•	•
GARMIN GOLF™ APP COMPATIBILITY	•	•	•	•
APPROACH® CT10 CLUB SENSORS COMPATIBILITY	Full set (14) only	•	•	•
APPROACH® CT1 CLUB TAGS COMPATIBILITY		•	•	•
AUTOSHOT GAME TRACKING[2]		•	•	•
PINPOINTER FEATURE		•	•	•
FULL-COLOR COURSEVIEW MAPS		•	•	• Enhanced details; course biomes
SMART NOTIFICATIONS[3]		•	•	•
PRELOADED SPORTS APPS/ACTIVITIES		4	52	55
GARMIN GOLF MEMBERSHIP COMPATIBILITY (REQUIRES SUBSCRIPTION PLAN FOR PREMIUM FEATURES)		•	•	•
PLAYSLIKE DISTANCE FEATURE			• Basic	• Enhanced
GARMIN PAY™ CONTACTLESS PAYMENTS			•	•
GARMIN ELEVATE™ WRIST HEART RATE TECHNLOGY[1]			•	•
HEALTH AND WELLNESS FEATURES[1] (STRESS, SLEEP TRACKING AND MORE)			•	•
DOWNLOAD MUSIC (SPOTIFY, DEEZER OR AMAZON MUSIC)			•	•
CONNECT IQ™ STORE COMPATIBLE			•	•
WIND SPEED/DIRECTION DATA[3]				•
VIRTUAL CADDIE/CLUB RECOMMENDATION				•

Confidential – Authorized dealers and distributors only. Redistribution is prohibited.

GARMIN.

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

PRODUCT CONFIGURATIONS

SCHEDULE B: 8517620085
HTS: 8517.62.0090

APPROACH S44



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN
Now	Approach S44 GPS golf watch, charging/data cable and documentation	Made in Taiwan. Cable made in Taiwan, China, Vietnam or Myanmar.

DESCRIPTION	SKU	UPC	MRP
Approach S44 Silver Aluminum Bezel with Black Silicone Band	010-03009-00	753759350666	$299.99 USD $419.99 CAD
Approach S44 Silver Aluminum Bezel with Twilight Silicone Band	010-03009-01	753759350673	$299.99 USD $419.99 CAD

APPROACH S50



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN
Now	Approach S50 GPS golf watch, charging/data cable and documentation	Made in Taiwan. Cable made in Taiwan, China, Vietnam or Myanmar.

DESCRIPTION	SKU	UPC	MRP
Approach S50 Slate Aluminum Bezel with Black ComfortFit Nylon Band	010-03010-00	753759350703	$399.99 USD $559.99 CAD
Approach S50 Cream Gold Aluminum Bezel with Ivory ComfortFit Nylon Band	010-03010-01	753759350710	$399.99 USD $559.99 CAD

SPECIFICATIONS

	Approach S44	Approach S50
Unit dimensions (WxHxD)	1.7" x 1.7" x 0.43" (43.0 x 43.0 x 11.4 mm)	1.7" x 1.7" x 0.43" (43.0 x 43.0 x 11.4 mm)
Lens material	Corning® Gorilla® Glass 3	Corning Gorilla Glass 3
Bezel material	Anodized aluminum	Anodized aluminum
Case material	Fiber-reinforced polymer	Fiber-reinforced polymer
Button material	Plastic	Metal
Display size and resolution	1.2" (30.4 mm) diameter 390 x 390 pixels	1.2" (30.4 mm) diameter 390 x 390 pixels
Display type	Color, touchscreen, AMOLED (optional always-on)	Color, touchscreen, AMOLED (optional always-on)
Watch band	Includes quick release 20 mm silicone watch band Fits wrists with a circumference of 125–202 mm	Includes quick release 20 mm ComfortFit nylon watch band 010-03010-00 (black) = fits wrists with a circumference of 145–217 mm 010-03010-01 (ivory) = fits wrists with a circumference of 127–190 mm
Weight	1.5 oz (42 g)	1.0 oz (29 g)
Battery life	Smartwatch mode: up to 10 days GPS mode: up to 15 hours	Smartwatch mode: up to 10 days GPS mode: up to 15 hours
Battery type	Rechargeable internal lithium-ion	Rechargeable internal lithium-ion
Water rating	5 ATM	5 ATM
Memory	4 GB	4 GB
Wireless technologies	BLUETOOTH® technology	BLUETOOTH, ANT+ and Wi-Fi® technologies

Confidential – Authorized dealers and distributors only. Redistribution is prohibited.

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

PACKAGING SPECIFICATIONS



	Approach S44	Approach S50
Gift box dimensions (WxHxD)	3.6" W x 4.4" H x 2.8" D (91 x 112 x 70.5 mm)	3.6" W x 4.4" H x 2.8" D (91 x 112 x 70.5 mm)
Gift box weight	5.3 oz (150 g)	4.8 oz (137 g)
Master carton dimensions (WxHxD)	15.1" W x 15.2" H x 15.9" D (384 x 378 x 403 mm)	15.1" W x 15.2" H x 15.9" D (384 x 378 x 403 mm)
Master carton weight	23.0 lbs (10.5 kg)	22.0 lbs (10.0 kg)
Master carton quantity	60	60

PRODUCT COPY

Product copy for the Approach S44 and Approach S50 can be downloaded from the Dealer Resource Center.

VIDEOS

APPROACH S44
FEATURE AND BENEFIT VIDEO



APPROACH S50
FEATURE AND BENEFIT VIDEO



APPROACH S44 AND APPROACH S50
TRAINING VIDEO



MERCHANDISING

DUMMY UNITS

	SKU	IMAGE
APPROACH S44 SILVER ALUMINUM BEZEL WITH BLACK SILICONE BAND SILVER ALUMINUM BEZEL WITH TWILIGHT SILICONE BAND	**010-M3009-00** **010-M3009-01**	
APPROACH S50 SLATE ALUMINUM BEZEL WITH BLACK COMFORTFIT NYLON BAND CREAM GOLD ALUMINUM BEZEL WITH IVORY COMFORTFIT NYLON BAND	**010-M3010-00** **010-M3010-01**	

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 and a bracket and small product card, both ordered separately.

SKU: **M00-10769-00**
Size: **2.9" W x 2.9" D x 0.7" H**

Confidential – Authorized dealers and distributors only. Redistribution is prohibited.

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

MERCHANDISING CONTINUED

TRAY KIT SYSTEM



This display is great for small spaces and should be used inside a glass case. It 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: **M00-00941-03**
Size: **7" W x 9" H**



SMALL TRAY
SKU: **M00-00527-00**
Size: **7" W x 6" D**



ACRYLIC NONPOWERED FREESTANDING DISPLAY WITH WHEELS



This display ships as a full piece with wheels; is nonpowered and great for small, narrow spaces; and includes a lock and key. These displays are fully customizable and fit a variety of Garmin products. It displays up to 12 Garmin dummy units. Use with dummy units, small product cards, common features product cards, brackets and 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: **M00-00982-00**
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)



BLUE WEDGE MAGNETIC GRAPHIC
SKU: **M00-00909-00**
Size: **14.35" W x 16" H**

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

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

MERCHANDISING CONTINUED

INTERCHANGEABLE MERCHANDISING COMPONENTS THAT CAN BE USED ON THE PEDESTALS, TRAY KITS AND ACRYLIC NONPOWERED FREESTANDING DISPLAY

SMARTWATCH BRACKET

SKU: **M00-10751-00**
Size: **1.5" W x 4.0" H**



SMALL PRODUCT CARDS

APPROACH S44 CARD
SKU: **M00-00586-02**
Size: **2" H x 2.5" W**



APPROACH S50 CARD
SKU: **M00-00586-03**
Size: **2" H x 2.5" W**



TRAY KIT/ACRYLIC DISPLAY COMMON FEATURES PRODUCT CARD – GOLF

SKU: **M00-00817-04**
Size: **6.75" W x 4.0" H**



GARMIN BRANDED FREESTANDING/COUNTERTOP LIGHT BOX DISPLAYS

Showcase a range of Garmin products with these displays featuring a bright light box graphic. They can be customized by ordering dummy units, brackets, product cards, common features product cards and light box graphics. You can feature up to 7 dummy units on the freestanding display and up to 3 dummy units on the countertop display.

Contact your inside sales rep or order administration representative to place an order for the display if you meet the order requirements.

Freestanding Light Box Display:
24**"** W x 62.98**"** H x 23.166**"** D

Countertop Light Box Display:
12**"** W x 18.08**"** H x 14**"** D





GARMIN BRANDED GRAY FREESTANDING/ COUNTERTOP VIDEO DISPLAYS

Order these components to update your freestanding or countertop display: dummy units, brackets, SD™ card, product card and graphics.

Contact your inside sales rep or order administration representative to place an order for the update components.





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

Confidential – authorized dealers and distributors only. Redistribution is prohibited.

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

COMPATIBLE APPS

GARMIN GOLF™ APP

COMPETE, COMPARE AND CONNECT

Download the free Garmin Golf app to your compatible smartphone and give every round a tournament feel by competing with fellow golfers on more than 43,000 courses around the world.

GARMIN CONNECT™ APP

FITNESS AT YOUR FINGERTIPS

On mobile or web, Garmin Connect is the tool for tracking, analyzing and sharing health and fitness activities recorded by your paired Garmin device.

CONNECT IQ™ STORE APP

APPROACH S50 ONLY

YOUR ONE-STOP SHOP FOR PERSONALIZING YOUR GARMIN DEVICE

The Connect IQ Store smartphone app is your all-in-one source for personalizing compatible Garmin devices with downloads of apps, widgets, watch faces, data fields, music streaming services and more.

COMPATIBLE SUBSCRIPTION

GARMIN GOLF MEMBERSHIP

With a Garmin Golf membership, you can access a variety of premium golf app features — with options for monthly and annual memberships[4] so you can stay on top of your game year-round.

Premium golf features include enhanced CourseView maps of every hole, green contour data, PlaysLike Distance and touch targeting for exact distance to any point on the hole.

Available for both Approach S44 and Approach S50.

MEMBERSHIP SUBSCRIPTION

Monthly: $9.99 USD

Annually: $99.99 USD

COMPATIBLE PRODUCT OVERVIEW

APPROACH® CT1 CLUB TRACKING TAGS

NEW



FULL SET (16) SKU: **010-03908-00**
MRP: **$99.99 USD**

Pair your Approach S44 or Approach S50 golf watch with the Approach CT1 golf tags that make it easy to track every shot with any club. Available as a full set of 16 tags to track all the clubs in your bag.

APPROACH® CT10 CLUB TRACKING SENSORS



FULL SET (14) SKU: **010-01994-00**
MSRP: **$299.99 USD**

STARTER PACK (3) SKU: **010-01994-01**
MSRP: **$79.99 USD**

Pair your Approach S44 or Approach S50 golf watch with the Approach CT10 golf club trackers for automatic game tracking. Available in full set (14) or as a 3-pack starter set.

APPROACH® Z30 LASER RANGE FINDER



SKU: **010-02950-00**
MRP: **$399.99 USD**

Pair your Approach S44 or Approach S50 golf watch with the Approach Z30 laser range finder to get even more features on your watch, including ranged distance to the pin with a laser range arc that reveals everything in play.

Confidential – authorized dealers and distributors only. Redistribution is prohibited.

APPROACH® S44 AND APPROACH S50

GPS GOLF SMARTWATCHES

COMPATIBLE ACCESSORY OVERVIEW

CHARGING/DATA CABLES



1-meter charging/data cable
SKU: **010-13278-00**
UPC: **753759306014**
MSRP: $24.99 USD

0.5-meter charging/data cable
SKU: **010-13278-01**
UPC: **7537593340599**
MSRP: $24.99 USD

Connect this cable to your USB-C® AC adapter (sold separately) to recharge your compatible device.

USB-C AC ADAPTER



SKU: **010-13304-00**
UPC: **753759312152**

Use this portable USB-C power adapter to charge compatible devices from any standard wall outlet.

MSRP: $49.99 USD

HEART RATE MONITORS

APPROACH S50 ONLY

HRM 200 heart rate monitor
SKU: **010-13388-01 (XS–S)**
UPC: **753759349554**
SKU: **010-13388-00 (M–XL)**
UPC: **753759349547**
MRP: $79.99 USD



HRM-Pro™ Plus heart rate monitor
SKU: **010-13118-05**
UPC: **753759346898**
MSRP: $129.99 USD



HRM-Fit™ heart rate monitor
SKU: **010-13314-00**
UPC: **753759326524**
MRP: $149.99 USD



QUICK RELEASE BANDS (20 MM)

The Approach S44 and Approach S50 golf watches are compatible with quick release 20 mm accessory bands. Click here to view all quick release 20 mm bands. The bands listed below are new for the Approach S44 and Approach S50.

	SKU	UPC	MSRP (USD)	IMAGE
NEW QUICK RELEASE 20 MM BAND **Black Silicone with Black Hardware**	010-13439-00	753759350802	$39.99	
NEW QUICK RELEASE 20 MM BAND **Twilight Silicone with Black Hardware**	010-13439-01	753759350819	$39.99	
NEW QUICK RELEASE 20 MM BAND **Black ComfortFit Nylon**	010-13440-00	753759350826	$49.99	
NEW QUICK RELEASE 20 MM BAND **Ivory ComfortFit Nylon**	010-13440-01	753759350833	$49.99	

For more information, please visit the Approach S44 and Approach S50 product pages.

[1]See Garmin.com/ataccuracy
[2]Lie and ball contact may affect shot tracking. Putts are not tracked. Some shots, particularly chip shots around the green, may not be tracked.
[3]When paired with your compatible smartphone
[4]All prices subject to change. All plans are billed annually or monthly. Selected plan auto-renews for the same duration as the original term unless user changes plan selection or cancels before the next renewal date. U.S. plan prices do not include applicable state/local taxes. Unless stated otherwise, non-U.S. plan prices do not include applicable VAT or other taxes. Read the Terms and Conditions for Garmin Subscription Services and Terms and Conditions for Garmin Golf™ Membership.

iPhone is a trademark of Apple Inc., registered in the U.S. and other countries. Android is a trademark of Google LLC. SPOTIFY and the Spotify logo are among the registered trademarks of Spotify AB. Amazon Music and all related logos are trademarks of Amazon.com, Inc. or its affiliates. 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. 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.