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FORERUNNER® 165 SERIES GPS RUNNING SMARTWATCHES

NEW PRODUCT ANNOUNCEMENT

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MARKETING MEMO

February 20, 2024

FORERUNNER® 165 SERIES

GPS RUNNING SMARTWATCHES

**NEW PRODUCT
ANNOUNCEMENT**

PRODUCT OVERVIEW:

Go ahead — sign up for that race, and train brilliantly with the easy-to-use Forerunner 165 GPS running smartwatch. With pace, distance and heart rate, you'll see your progress shine on the watch's AMOLED touchscreen display while Garmin Coach and race adaptive training plans help you chase your goals. Wake up to your morning report to see health insights alongside an overview of sleep, recovery and training outlook¹. Use training effect and training effect labels to see how your workouts impact your fitness and to understand the primary benefit achieved from your workout. Then, check recovery time to know how long to take it easy between runs. Pair your watch to your smartphone, and your notifications will show up right on your wrist. Get a more complete picture of your health, not just a glimpse, from your Forerunner 165 smartwatch, with up to 11 days of battery life in smartwatch mode.



MARKETING MEMO

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KEY FEATURES:

NEW	AMOLED TOUCHSCREEN DISPLAY	See all of your data on a brilliant AMOLED touchscreen display with traditional button controls.
NEW	UPDATED DESIGN	Sleek and lightweight, with a 43mm case size and colorful, dual-shot bands.
NEW	TRAINING EFFECT	With training effect and training effect labels, you'll see how your workouts impact your fitness and understand the primary benefit achieved from your workout.
NEW	MORNING REPORT	As soon as you wake up, get your morning report with an overview of your sleep, recovery and training outlook alongside weather and HRV status ¹ .
NEW	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).
NEW	COURSES	Create or find existing courses in the Garmin Connect app and from favorite third-party platforms, and sync directly to your watch.
NEW	MUSIC ON THE GO	Download songs and playlists from your Spotify, Deezer or Amazon Music accounts for phone-free listening with your wireless headphones (Music models only).
NEW	SLEEP SCORE AND NAP DETECTION	Understand how your body is recovering with sleep score, breakdown of your sleep stages and detailed insights for improved sleep quality. Automatically track or log your naps to see how they benefit your body and what their ideal time and duration should be.
NEW	HRV STATUS	Gain a deeper understanding of your overall health, training and recovery through heart rate variability.
IMPROVED	RECOVERY TIME	Know how long to recover before your next high-effort workout based on your latest training as well as overall stress, sleep and daily activities outside of workouts.
IMPROVED	ADAPTIVE TRAINING PLANS & DAILY SUGGESTED WORKOUTS	Reach your goals with personalized daily suggested workouts that adapt based on performance and recovery; use Garmin Coach and race adaptive training plans to get workout suggestions for specific events.
	EASY-TO-USE	Easy-to-use running smartwatch with built-in GPS for accurate pace and distance and wrist-based heart rate
	BATTERY LIFE	Get up to 11 days of battery life in smartwatch mode and up to 19 hours in GPS mode.
	MORE ACTIVITIES	25+ built-in activity profiles include running, cycling, HIIT, strength and more.
	SAFETY AND TRACKING	If your watch senses that an incident occurred (during select outdoor activities), it will send a message with your live location ² . Or if you feel unsafe, you can do it manually.
	GARMIN CONNECT APP	See your health and fitness information, connect and compete with friends, sign up for challenges to earn badges and more.
	FITNESS AGE	Estimate how fit you are compared to your actual age—acting as a helpful reminder to stay active and make healthy choices.



TRAINING EFFECT



SUGGESTED WORKOUTS



RECOVERY TIME



MORNING REPORT



MUSIC ON THE GO



NAP DETECTION

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PRODUCT COMPARISON:

FORERUNNER 55



FORERUNNER 165



FORERUNNER 265



General

Display type	Transflective MIP	AMOLED	AMOLED
Touchscreen		•	•
Lens Material	Chemically strengthened glass	Chemically strengthened glass	Corning® Gorilla® Glass 3
Battery life	Smartwatch mode	Up to 14 days	265: Up to 13 days, 265S: Up to 15 days
	GPS mode	Up to 20 hours	265: Up to 20 hours, 265S: Up to 24 hours
Memory	32 MB	4 GB	8 GB
Course routing		•	•
Multi-band GPS			•
ANT+®/USB/BLE/TOOTH® technology	•	•	•
Wi-Fi® connectivity		• (music models only)	•
Smartphone notifications²	•	•	•
Connect IQ™ apps	•	•	•
Wrist-based HR¹	•	•	•
HRV status		•	•
Barometric altimeter		•	•
Floors climbed		•	•
Music playback		• (music models only)	•
Activity tracking	•	•	•
Garmin Pay™ contactless payments		•	•

Training

Training readiness			•
Acute load/Load Focus			•
Morning report		•	•
Wrist-based Running power		•	•
Aerobic/Anaerobic training effect		•	•
Training status			•
VO2 max	•	•	•
Recovery time	•	•	•
Race predictor	•	•	•
Race Adaptive Training Plans		•	•
Garmin Coach	•	•	•
Wrist-based Running dynamics		•	•
Auto Lap® feature	•	•	•
Triathlon activity profile			•
Power meter compatible			•

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PRODUCT CONFIGURATIONS:

SCHEDULE B: 8517620050
HTS: 8517.62.0050



AVAILABLE		INCLUDES		COUNTRY OF ORIGIN	
Now		Forerunner 165, Power/Data Cable, Documentation		Made in Taiwan.	
COLOR	SKU	UPC	MRP (USD)	MRP (CAD)	
Black/Slate Gray	010-02863-20	753759326593	\$249.99	\$339.99	
Mist Gray/Whitestone	010-02863-21	753759326609	\$249.99	\$339.99	



AVAILABLE		INCLUDES		COUNTRY OF ORIGIN	
Now		Forerunner 165 Music, Power/Data Cable, Documentation		Made in Taiwan.	
COLOR	SKU	UPC	MRP (USD)	MRP (CAD)	
Black/Slate Gray	010-02863-30	753759326616	\$299.99	\$399.99	
Mist Gray/Whitestone	010-02863-31	753759326623	\$299.99	\$399.99	
Turquoise/Aqua	010-02863-32	753759326630	\$299.99	\$399.99	
Berry/Lilac	010-02863-33	753759326647	\$299.99	\$399.99	

PHYSICAL SPECIFICATIONS:

Forerunner 165/165 Music	
Water rating:	5 ATM
Unit dimensions:	43 x 43 x 11.6 mm
Weight:	39 g
Display size:	1.2"
Display resolution:	390 x 390
Display type:	AMOLED
Lens material:	chemically strengthened glass
Memory/history:	4 GB

PACKAGING SPECIFICATIONS:

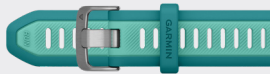
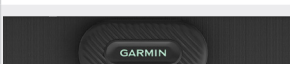
Forerunner 165/165 Music	
Gift box dimensions (WxHxD):	3.6" x 4.4" x 2.8" (91 x 112 x 70.5 mm)
Gift box weight:	.29 lb (132 g)
Master carton dimensions (WxHxD):	14.6 x 11.6" x 11.8" (37.1 x 29.5 x 30.0 cm)
Master carton weight:	6.6 lbs (7.5 kg)
Master carton quantity:	40



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COMPATIBLE ACCESSORIES:

		SKU	UPC	MSRP	IMAGE
NEW	Quick Release Band Black/SlateGray - 20 mm	010-11251-AG	753759326654	\$39.99	
NEW	Quick Release Band Mist Gray/Whitestone - 20 mm	010-11251-AH	753759326661	\$39.99	
NEW	Quick Release Band Turquoise/Aqua - 20 mm	010-11251-AJ	753759326678	\$39.99	
NEW	Quick Release Band Berry/Lilac - 20 mm	010-11251-AK	753759326685	\$39.99	
NEW	Quick Release Band Black/Amp Yellow - 20 mm	010-11251-AL	753759336271	\$39.99	
NEW	Quick Release UltraFit Nylon Band - 20mm	010-13261-10	753759303396	\$39.99	
	HRM-Pro™ Plus monitor	010-13118-00	753759300883	\$129.99	
	HRM-Dual™ monitor	010-12883-00	753759223137	\$69.99	
	HRM-Fit™ monitor	010-13314-00	753759326524	\$149.99	

Product copy for Forerunner 165 can be downloaded from the [Dealer Resource Center](#).

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

FEATURE/BENEFIT VIDEO:


¹ See Garmin.com/ataccuracy

² When paired with your compatible smartphone. For safety and tracking feature requirements and limitations, see Garmin.com/safety

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MERCHANDISING:

DUMMY UNITS:

Forerunner 165 Series



010-M2863-30 010-M2863-31 010-M2863-32 010-M2863-33

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.

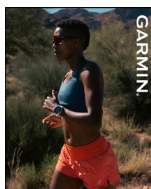
SKU: M00-10769-00

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: M00-00942-01

SIZE: 7" W X 9" H



SMALL TRAY 7" W X 6" D

SKU: M00-00527-00

Size: 7" W x 6" D

NEW ACRYLIC NONPOWERED FREESTANDING DISPLAY WITH WHEELS



This display ships as one 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 acrylic 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

MERCHANDISING CONTINUED:

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 165
SKU: M00-00996-01



FORERUNNER 165 MUSIC
SKU: M00-00996-02



TRAY KIT/ACRYLIC DISPLAY COMMON
FEATURES PRODUCT CARD - SMARTWATCH

Size: 6.8" L x 4.0" H
SKU: M00-00927-00



SMARTWATCH BRACKET

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



NEW! GARMIN BRANDED FREESTANDING/COUNTERTOP LIGHT
BOX DISPLAYS

Showcase a wide range of Garmin products with these new 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 seven dummy units on the freestanding display and up to three dummy units on the countertop 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 Light Box Display: 24" W x 62.98" T x 23.166" D
Countertop Light Box Display: 12" W x 18.08" T x 14" D



EXISTING GARMIN BRANDED GRAY FREESTANDING/
COUNTERTOP VIDEO DISPLAYS

Order these components to update your existing 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.

