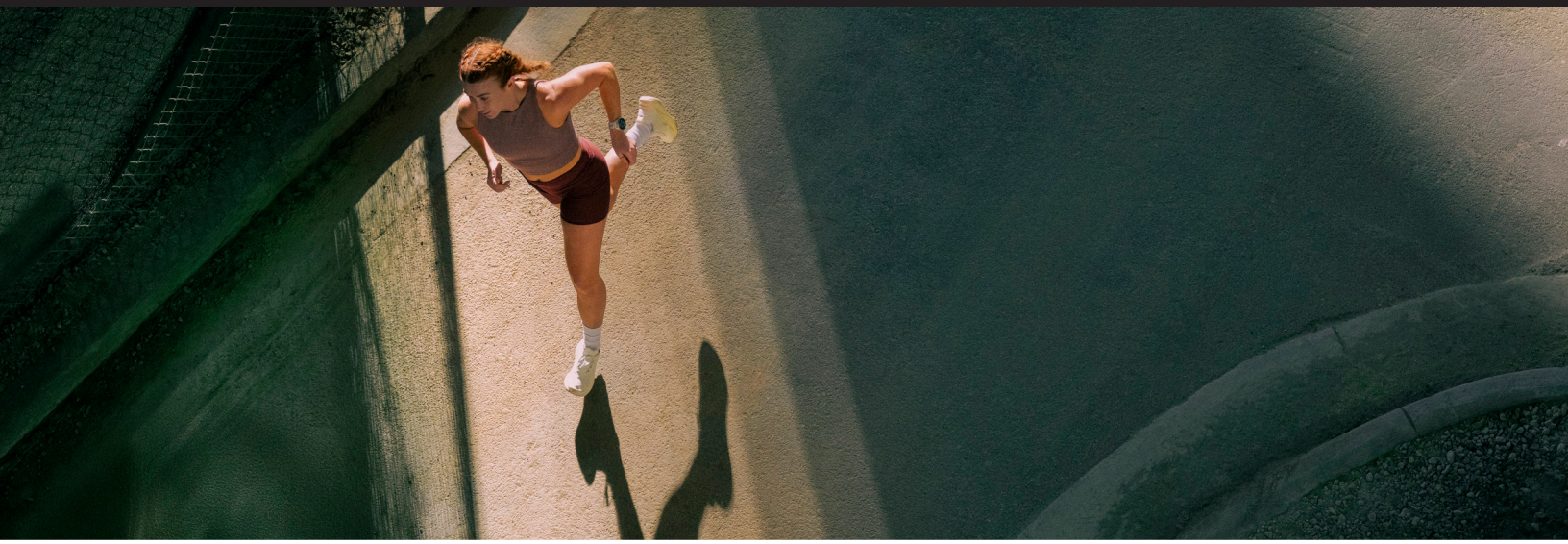
NEW PRODUCT ANNOUNCEMENT

MAY 15, 2025

FORERUNNER® 970

ADVANCED GPS RUNNING SMARTWATCH



PRODUCT OVERVIEW

For performance-driven runners, there's Forerunner® 970 — the premium GPS running and triathlon smartwatch with our brightest AMOLED display, durable sapphire lens and lightweight titanium bezel. Use the built-in LED flashlight for greater awareness when you head out before the sun's up or stay out past dark. Understand your overall energy efficiency with running economy, and see how much you are slowing down when your foot hits the ground with step speed loss (HRM 600 monitor required; sold separately). Running tolerance helps you understand the real impact running has on your body so you can adjust your training to avoid overload and improve. Use multi-band GPS and full-color, built-in maps plus navigation enhancements to stay on track while you train. Forerunner 970 is ready to go as long as you are, with up to 15 days of battery life in smartwatch mode. If you ever go too far, use the built-in speaker and microphone to make a call from your wrist (when paired with your smartphone).



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FORERUNNER® 970

ADVANCED GPS RUNNING SMARTWATCH

KEY FEATURES

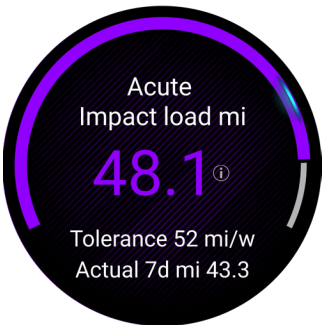
NEW
RUNNING ECONOMY

Measure your overall energy efficiency while running — including step speed loss, which tells you how much you slow down when your foot hits the ground — when you pair your watch with the HRM 600 monitor (sold separately).



NEW
RUNNING TOLERANCE

Better understand the impact each run has on your body, and get a recommended weekly maximum mileage so you can keep training effectively without taking on too much.



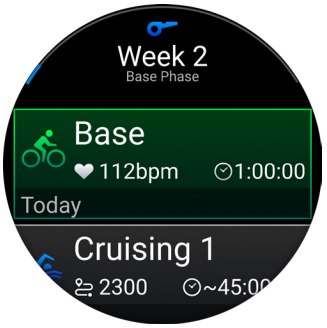
IMPROVED
FULL-COLOR MAPPING

Whether you're running on city streets or riding densely covered trails, the Forerunner 970 smartwatch provides full-color, built-in mapping — now even more dynamic, intuitive and simpler to follow.



IMPROVED
GARMIN COACH ADAPTIVE TRAINING

Train for an event, achieve a milestone, or improve your fitness with Garmin Coach training plans for running, triathlon, cycling or strength. Select plans even adapt daily for personalized workouts based on your performance, recovery and health metrics.



TRAINING READINESS

From the moment you wake up, get a readiness score based on your sleep quality, recovery, training load and more, so you can determine whether it's a good day to go hard — or take it easy.



NEW
BUILT-IN SPEAKER AND MICROPHONE

Make and take phone calls from your watch when it's paired to your smartphone. Plus, control watch functions with voice command — or use your smartphone's voice assistant to respond to text messages and more.



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FORERUNNER® 970

ADVANCED GPS RUNNING SMARTWATCH

KEY FEATURES CONTINUED

PREMIUM DESIGN NEW	Our brightest AMOLED touchscreen display with button controls, a lightweight titanium bezel and sapphire lens, plus a built-in LED flashlight for greater awareness in the dark during early morning or late-night runs.
BATTERY FOR DAYS	Up to 15 days of battery life in smartwatch mode and up to 26 hours in GPS mode for a more complete picture of your training and recovery.
MORNING REPORT	Wake up to your morning report with an overview of sleep, recovery and training outlook alongside HRV status, training readiness and weather[1].
EVENING REPORT NEW	Prepare for tomorrow before bed with a reminder of sleep need, tomorrow's workout, weather and more.
DYNAMIC ROUND-TRIP ROUTING NEW	Enter how far you want to go, and get suggested routes that will bring you back. If you break off course, your watch will map a new one that hits the same mileage.
MULTISPORT WORKOUTS NEW	Create custom step-by-step multisport workouts in Garmin Connect, and send them to your watch to be executed seamlessly from sport to sport.
WRIST-BASED RUNNING DYNAMICS/POWER	This smartwatch measures crucial running metrics such as cadence, stride length, ground contact time, and more. It also measures running power so you can precisely manage your effort.
TRIATHLON AND MULTISPORT PROFILES	Automatically record splits with built-in profiles for triathlons, duathlons, brick workouts and swimruns, or you can create your own.
TRAINING STATUS	Using indicators such as HRV status, recent exercise history and VO2 max, get insight into training effectiveness with training status — and know whether you're training productively, peaking or strained.
ECG APP NEW	ECG app can record your heart rhythm and check for signs of atrial fibrillation[2].

PRODUCT CONFIGURATIONS

AVAILABLE	INCLUDES	COUNTRY OF ORIGIN	MRP (USD)	MRP (CAD)
Now	Forerunner 970 GPS running watch, charge/data cable, documentation	Made in Taiwan. Cable made in Taiwan or China.	$749.99	$1099.99



Carbon Gray DLC Titanium with Black Case and Black/Translucent Whitestone Band

SKU: 010-02969-00

UPC: 753759349899



Titanium with Whitestone Case and Whitestone/Translucent Amp Yellow Band

SKU: 010-02969-01

UPC: 753759349905



Soft Gold Titanium with French Gray Case and French Gray/ Translucent Indigo Band

SKU: 010-02969-02

UPC: 753759349912

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FORERUNNER® 970

ADVANCED GPS RUNNING SMARTWATCH

PRODUCT COMPARISON

		FORERUNNER 970	FORERUNNER 965	FORERUNNER 570	FORERUNNER 265
					
General					
Display type		AMOLED	AMOLED	AMOLED	AMOLED
Bezel material		Titanium	Titanium	Aluminum	Fiber-reinforced polymer
Lens material		Sapphire crystal	Corning® Gorilla® Glass 3 DX	Corning Gorilla Glass 3	Corning Gorilla Glass 3
Battery life	Smartwatch mode	Up to 15 days	Up to 23 days	Up to 11 days (42 mm up to 10 days)	Up to 15 days
	GPS activity	Up to 26 hours	Up to 31 hours	Up to 18 hours	Up to 24 hours
Weight		56 g	56 g	42 mm: 42 g; 47 mm: 50 g	47 g
Water rating		5 ATM	5 ATM	5 ATM	5 ATM
Memory		32 GB	32 GB	8 GB	8 GB
Flashlight		•			
Calls and texts[3]		•		•	
Full-color mapping		•	•		
Wi-Fi® connectivity		•	•	•	•
Group LiveTrack™[2]		•	•		
HRV status		•	•	•	•
ECG app		•			
Multi-band GPS		•	•	•	•
Skin temperature tracking		•		•	
Past ovulation estimates		•		•	
Training					
Real-time stamina		•	•		
Running tolerance		•			
Running economy		•			
Running dynamics		•	•	•	•
Running power		•	•	•	•
Step speed loss		•			
Auto Lap® by timing gates		•		•	
Suggested finish line		•		•	
Aerobic/Anaerobic training effect		•	•	•	•
Recovery time		•	•	•	•
Training status		•	•	•	•
Load ratio		•	•	•	
VO2 max		•	•	•	•
Projected race time predictor		•		•	
Heat and altitude acclimation		•	•	•	
Garmin Coach training plans		•	•	•	•
Garmin triathlon coach		•		•	

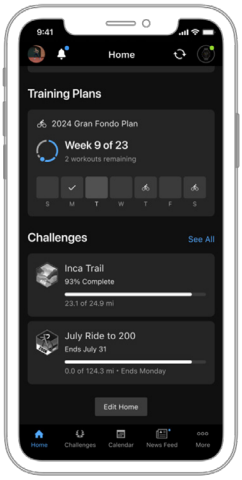
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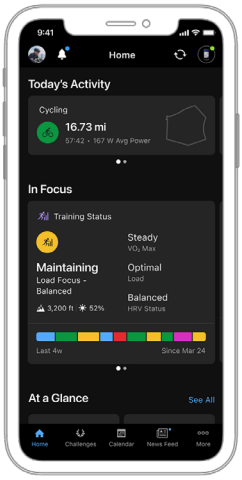
GARMIN.

FORERUNNER® 970

ADVANCED GPS RUNNING SMARTWATCH

GARMIN CONNECT™ APP





• Once you sync your run with the Garmin Connect app, dig deep with detailed run metrics that show you how hard you pushed and how your training is impacting your fitness, as well as wellness data that gives a picture of your overall health.

• The “In Focus” section provides an in-depth look at your top stats, including sleep score, Body Battery™ energy monitoring, training status and more[1], while providing a weekly overview of your activity trends.

• Stay on track every day — whether you’re training for a race or just staying fit. The new Garmin Connect app lets you customize your layout with the metrics that are most important to you.

• Fitness is better with friends. Compete in step and distance challenges, create groups, or cheer each other on with likes and comments.

PACKAGING SPECIFICATIONS



Gift box dimensions (WxHxD)	3.7” x 3.5” x 3.3” (9.3 x 8.9 x 8.3 cm)
Gift box weight	6.1 oz (174 g)
Master carton dimensions (WxHxD)	13.6” x 15.5” x 11.7” (34.5 x 39.4 x 29.7 cm)
Master carton weight	20.22 lbs (9.17 kg)
Master carton quantity	48

PRODUCT COPY

Product copy for Forerunner 970 can be downloaded from the Dealer Resource Center.

FEATURE/BENEFIT VIDEO



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RECOMMENDED ACCESSORIES

HRM 600



SKU: **010-13383-01 (XS-S)**
SKU: **010-13383-00 (M-XL)**
UPC: **753759349745 (XS-S)**
UPC: **753759349738 (M-XL)**

The HRM 600 premium heart rate monitor is built for data-driven performance athletes looking for accurate heart rate and HRV data plus running dynamics.

MRP: **$169.99 USD**

HRM-FIT™



SKU: **010-13314-00**
UPC: **753759326524**

Purpose-built for women, HRM-Fit is the heart rate monitor you need to capture the important metrics — all with a comfortable clip-on design.

MRP: **$149.99 USD**

USB-C CABLE



SKU: **010-13278-01**
UPC: **753759340599**

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

MRP: **$24.99 USD**

ULTRAFIT STRAP



SKU: **010-13306-10**
UPC: **753759314354**

The UltraFit nylon straps are lightweight, soft and comfortable to wear. They're made with an elastic dual-layer antimicrobial nylon weave that allows moisture to escape.

MRP: **$39.99 USD**

WATCH BANDS

	SKU	MSRP (USD)	
BLACK/TRANSLUCENT WHITESTONE	**010-11251-AM**	**$49.99**	
WHITESTONE/TRANSLUCENT AMP YELLOW	**010-11251-AN**	**$49.99**	
FRENCH GRAY/TRANSLUCENT INDIGO	**010-11251-AP**	**$49.99**	

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MERCHANDISING

DUMMY UNITS


SKU: 010-M2969-00


SKU: 010-M2969-01


SKU: 010-M2969-02

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**

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: **M00-01034-00**
Size: **7” W X 9” H**



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

ACRYLIC NONPOWERED FREESTANDING DISPLAY WITH WHEELS



This display ships as one 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**

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FORERUNNER® 970

ADVANCED GPS RUNNING SMARTWATCH

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 CARD

SKU: **M00-01020-00**
Size: **2” H x 2.5” W**



TRAY KIT/ACRYLIC DISPLAY COMMON FEATURES PRODUCT CARD - SMARTWATCH

SKU: **M00-00977-00**
Size: **6.75” L x 4.0” H**



GARMIN BRANDED FREESTANDING/ COUNTERTOP LIGHT BOX DISPLAYS

Showcase a wide range of Garmin products with these displays featuring a bright light box graphic. They can be customized by ordering dummy units, live demo smartwatch units (with Sales Director’s pre-approval), coordinating brackets, product cards, common features product cards and light box graphics. You can feature up to 7 units on the freestanding display and up to 3 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.



[1]See Garmin.com/ataccuracy
[2]The ECG app is only available on select Garmin smartwatches with the latest version of the Garmin Connect™ smartphone app and watch software. The ECG app is not available in all regions; see Garmin.com/ECG for availability. The ECG app is only intended for adults aged 22 years and over. The ECG app is capable of recording an ECG similar to a Lead I ECG and detecting the presence of atrial fibrillation or normal sinus rhythm.
[3]When paired with your smartphone; see Garmin.com/ble. For safety and tracking feature requirements and limitations, see Garmin.com/safety.

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Engineering enhancements are ongoing and may not be reflected in the pictures, videos and specifications.

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