

MARKETING MEMO



New Product Announcement

Oregon® 700, 750, 750t

June 30, 2016

Oregon 700, 750 and 750t are rugged, versatile GPS and GLONASS handhelds that put more of the great outdoors at your fingertips, thanks to a redesigned antenna for better satellite reception in those challenging, out-of-the-way places. Other benefits include Active Weather support with animated radar overlays plus expanded wireless connectivity (Wi-Fi®, Bluetooth®, ANT+®) that includes live geocaches. There's also a shaded basemap, 3-axis compass with barometric altimeter, dual-orientation 3-inch touchscreen and much more. The 750 and 750t handhelds add a powerful 8 megapixel autofocus camera. The 750t also comes preloaded with TOPO U.S. 100K maps.



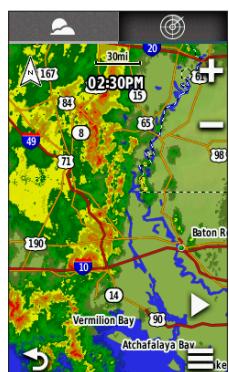
KEY FEATURES:

GPS AND GLONASS	High-sensitivity GPS and GLONASS satellite reception; tracks in more challenging environments than GPS alone
BUILT-IN MAPPING	All models feature worldwide basemap with shaded relief, while the 750t comes preloaded with TOPO U.S. 100K maps
ABC SENSORS	3-axis tilt-compensated electronic compass with accelerometer and barometric altimeter sensors
RUGGEDIZED FOR THE OUTDOORS	Ergonomic, rugged design that stands strong against dust, dirt and humidity — and it is water-rated to IPX7 ¹
DUAL BATTERY SYSTEM	Use 2 AA batteries or optional NiMH rechargeable internal pack
NEW ACTIVE WEATHER	Supports Active Weather forecasts and animated weather tracking
NEW GEOCACHING LIVE	Geocaching.com integration makes it easy to find and download the live caches you want
NEW CONNECT IQ™	Connect IQ compatible to customize the device with data fields, widgets, and apps; find what you like or build your own
SHARE WIRELESSLY	Wirelessly share routes, tracks, waypoints and geocaches with other compatible Garmin handheld devices
NEW REDESIGNED ANTENNA	Enables better reception and performance
NEW ACTIVITY PROFILES	Simplified multiactivity menu interface - including climb, hike, hunt, bike, geocache, fish and more
NEW EXPANDED WIRELESS CONNECTIVITY	Wirelessly download software, receive smart notifications ² , upload your adventures to our Garmin Connect™ online community and even share your LiveTrack location data or geocache discoveries, unit-to-unit, with other compatible devices.
TOUCHSCREEN	3-inch sunlight-readable touchscreen display with dual orientation (landscape or portrait view)
CAPTURE THE MOMENT	8 megapixel autofocus camera with LED flash/torch (750, 750t)
EXPANDABLE MEMORY	microSD™ card slot for optional mapping and data storage
SEE YOUR SURROUNDINGS	1-year BirdsEye Satellite Imagery subscription for real-life terrain views ³
GARMIN BASECAMP™	Compatible with free Garmin BaseCamp™, software that lets you view and organize maps, waypoints, routes and tracks

GEOCACHING LIVE



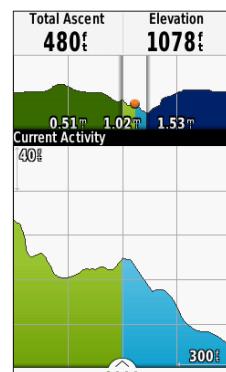
ACTIVE WEATHER



ELECTRONIC COMPASS



BAROMETRIC ALTIMETER



8MP CAMERA (750, 750t)



TOPO U.S. 100K



PRODUCT COMPARISON:

	Oregon® 700	Oregon 750	Oregon 750t
3-inch color sunlight-readable touchscreen display with dual orientation	•	•	•
Worldwide basemap with shaded relief	•	•	•
BirdsEye Satellite Imagery (1-year subscription) ³	•	•	•
High-sensitivity, WAAS-enabled GPS receiver with HotFix® and GLONASS support	•	•	•
Geocaching Live	•	•	•
Active Weather support	•	•	•
Wi-Fi®, Bluetooth®, ANT+® capable	•	•	•
IPX7 water rating ¹	•	•	•
Electronic compass	•	•	•
Barometric altimeter	•	•	•
Connect IQ™ compatible	•	•	•
Rechargeable NiMH battery pack included		•	•
AC Adapter included		•	•
8 megapixel autofocus camera with LED flash/torch		•	•
Preloaded TOPO maps for U.S. or Canada			•

PRODUCT CONFIGURATION:

Oregon 700 with Worldwide Basemap	Available: July 2016	Includes: Oregon 700, USB cable, carabiner clip, documentation Country of Origin: Made in Taiwan. Cable made in China. Schedule B: 8526910070		
	Part number: 010-01672-00	UPC: 753759161170	MRP: \$399.99 USD \$539.99 CAD	Net: \$359.99 USD
Oregon 750 with Worldwide Basemap	Available: July 2016	Includes: Oregon 750, rechargeable battery pack, USB cable, AC adapter, carabiner clip, documentation Country of Origin: Made in Taiwan. AC adapter, cable and battery pack are made in China. Schedule B: 8526910070		
	Part number: 010-01672-20	UPC: 753759161194	MRP: \$499.99 USD \$679.99 CAD	Net: \$449.99 USD
Oregon 750t with TOPO U.S. 100K	Available: July 2016	Includes: Oregon 750t, preloaded TOPO U.S. 100K maps, rechargeable battery pack, USB cable, AC adapter, carabiner clip, documentation Country of Origin: Made in Taiwan. AC adapter, cable and battery pack are made in China. Schedule B: 8526910070		
	Part number: 010-01672-30	UPC: 753759161200	MRP: \$549.99 USD \$739.99 CAD	Net: \$494.99 USD
Oregon 750t with TOPO Canada	Available: July 2016	Includes: Oregon 750t, preloaded TOPO Canada maps, rechargeable battery pack, USB cable, AC adapter, carabiner clip, documentation Country of Origin: Made in Taiwan. AC adapter, cable and battery pack are made in China. Schedule B: 8526910070		
	Part number: 010-01672-33	UPC: 753759161231	MRP: \$549.99 USD \$739.99 CAD	Net: \$494.99 USD

PHYSICAL SPECIFICATIONS:

Physical dimensions:	2.4" x 4.5" x 1.3" (6.1 x 11.4 x 3.3 cm)
Weight:	7.4 oz (209.8 g) with batteries
Display size:	1.5" W x 2.5" H (3.8 x 6.3 cm); 3" diag (7.6 cm)
Display resolution:	240 x 400 pixels
Battery:	Rechargeable NiMH pack (included with 750, 750t) or 2 AA batteries (not included); NiMH or Lithium recommended
Battery life:	up to 16 hours (rechargeable & AA batteries)
Water rating:	IPX7 ²
Wireless:	WiFi®, Bluetooth®, and ANT+®
Interface:	High-speed USB and NMEA 0183 compatible
Accepts data cards:	Yes - microSD™ card up to 32GB (not included)
Waypoints:	10,000
Routes:	250
Track log:	20,000 points, 250 saved tracks
Map segments:	15,000

MERCHANTISING:

Oregon® 700 DUMMY UNIT
SKU: M08-01672-00



Oregon® 750t DUMMY UNIT
SKU: M08-01672-30



SHIPPING AND CASE PACK:

Gift box dimensions (WxHxD):	5.4" W x 6.9" H x 2.7" D (13.7 x 17.6 x 5.3 cm)
Gift box weight:	010-01672-00 = 0.8 lb (22.7 g) 010-01672-20 = 1.0 lb (28.3 g) 010-01672-30 = 1.0 lb (28.3 g) 010-01672-33 = 1.0 lb (28.3 g)
Master carton dimensions (WxHxD):	15.0" W x 12.4" H x 12.0" D (38.1 x 31.5 x 30.5 cm)
Master carton weight:	010-01672-00 = 20.0 lbs (9.1 kg) 010-01672-20 = 24.0 lbs (10.9 kg) 010-01672-30 = 24.0 lbs (10.9 kg) 010-01672-33 = 24.0 lbs (10.9 kg)
Master carton quantity:	20

PACKAGING:



PRODUCT COPY:

Product copy for the Oregon 700, 750 and 750t can be downloaded from the [Dealer Resource Center](#).

SOCIAL MADE SIMPLE:

Easily share the latest additions to the Oregon series GPS handhelds via social media with the prewritten posts below. Just add your image and link to the post, and you are ready to go.



The new Oregon 700 series from @Garmin has Active Weather and Geocaching Live!
(Include product image and/or link for purchase)



The new Oregon 700 series from @Garmin has Active Weather and Geocaching Live!
(Include product image and/or link for purchase)

COMPATIBLE ACCESSORY OVERVIEW:



SKU: 010-10117-03 UPC: 753759082307

CARRYING CASE

Protect your handheld device with this carrying case. Black nylon with a wide zippered opening and belt loop.



SKU: 010-10851-11 UPC: 753759081829

VEHICLE POWER CABLE

Plug into any 12 V cigarette lighter receptacle to power your Garmin device and conserve battery life. Includes 1.5-amp replaceable fuse.



SKU: 010-11874-00 UPC: 753759991203

NiMH BATTERY PACK

Long-lasting rechargeable battery pack — more convenient and easier than choosing two AA batteries. This NiMH battery pack can be charged by the Oregon GPS handheld.



SKU: 010-11092-30 UPC: 753759993122

TEMPE™

Transmit ambient temperature data wirelessly to your device with the TEMPE external wireless temperature sensor. Attaches to your pack, jacket or shoe.

MSRP: \$9.99

Net price: \$6.99

MSRP: \$28.00

Net price: \$15.40

MSRP: \$25.99

Net price: \$15.59

MSRP: \$29.99

Net price: \$20.99

BIKE MOUNT	010-11023-00	753759074654	List: \$9.99	Net: \$5.49	Track your fitness with your portable outdoor device with this bike/cart mount. Simply snap your device into this mount, and you're ready to ride.	
SWIVEL BELT CLIP	010-11022-10	753759093662	List: \$7.23	Net: \$4.70	Keep your Oregon GPS handheld device within reach while on the move with this swivel belt clip.	
BACKPACK TETHER	010-11855-00	753759990138	List: \$19.99	Net: \$16.99	This lightweight backpack tether is perfect for conditions that demand hands-free attention.	
AUTOMOTIVE NAVIGATION KIT	010-10851-10	753759082277	List: \$49.99	Net: \$27.49	Turn your compatible device into an automotive navigator with this kit.	
MARINE MOUNT	010-11031-00	753759075880	List: \$29.99	Net: \$16.49	Attaches to any flat surface for optimal viewing. Screws not included.	
FRICITION MOUNT	010-11602-00	753759975463	List: \$44.99	Net: \$26.99	Mount your device on your dashboard for easier navigation as you drive your vehicle with this portable friction mount.	
QUICK RELEASE LANYARD	010-11733-00	753759980283	List: \$13.99	Net: \$9.09	Attach your handheld to this quick release lanyard and wear it around your neck so you can keep your hands free during your outdoor adventure.	
HARD-SHELL CARRYING CASE	010-10850-20	753759082925	List: \$33.00	Net: \$19.80	A clip inside the case securely keeps your device in place while an outside loop clips to carabiner or belt.	
SERIAL DATA/POWER CABLE	010-11131-01	753759995799	List: \$36.00	Net: \$19.80	Hardwire your Oregon handheld to an electronic device to transfer speed and position data. You also can use our cable to power your device.	
USB CABLE	010-10723-01	753759052973	List: \$14.99	Net: \$8.24	Transfer data between your device and personal computer. Can also provide external power.	
AC ADAPTER	010-10635-02	753759123000	List: \$19.99	Net: \$16.99	Use this adapter to change your Garmin USB cable into an AC charger.	
CHIRP™	010-11092-20	753759969820	List: \$22.99	Net: \$19.54	chirp is a one-of-a-kind wireless beacon designed specifically for the outdoor adventures of geocaching.	
BIKE SPEED SENSOR	010-12103-00	753759120634	List: \$39.99	Net: \$33.99	Monitor your speed as you ride with this easy-to-install wireless sensor.	
BIKE CADENCE SENSOR	010-12102-00	753759120627	List: \$39.99	Net: \$33.99	Monitor your pedaling cadence as you ride with this easy-to-install wireless sensor.	

For more information on compatible accessories, please visit the product page at Garmin.com.

¹ See Garmin.com/waterrating for more details.

² When paired with a compatible smartphone. See Garmin.com/ble for more details.

³ One-year BirdsEye Satellite Imagery (software download is required). Use the included BirdsEye Satellite Imagery subscription with BaseCamp™ to transfer an unlimited amount of high-resolution satellite images to the handheld device for 1 year. Once those images have been integrated into the device, they can be accessed there whenever you need them — even after the initial 1-year offer has run out. Additional BirdsEye Satellite Imagery subscriptions can be purchased from Garmin.com/BirdsEye.

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