# **Marketing Memo**

Not for public distribution



To: Marine & Consumer Electronic Dealers

From: Bryan Yalowitz, Director of Outdoor Sales and Marketing

Date: June 29, 2012

# Product Announcement TOPO Canada

# Now featuring topographic coverage for all of Canada on a microSD<sup>™</sup>/SD<sup>™</sup> card

Garmin is pleased to announce full coverage of TOPO Canada on a preprogrammed microSD/SD card. Now you can easily purchase all of Canada on one single preprogrammed data card featuring detailed topographic maps, based on digital 1:250,000 and 1:50,000 scale NTS data.

## **TOPO Canada microSD/SD card**

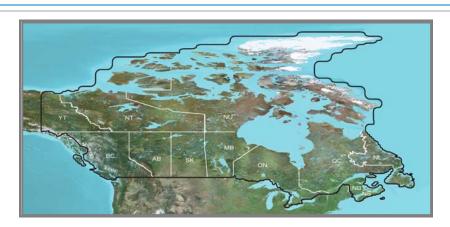
Topographic coverage for ALL of Canada

#### **Now Available!**

**P/N**: 010-C1086-00 **UPC**: 753759991081

Format: microSD card w/ SD adapter

List Price: \$129.99 Dealer Price: \$90.99



ONLY compatible with these units: Colorado<sup>®</sup> series; Oregon<sup>®</sup> series; Montana<sup>™</sup> series; Dakota<sup>®</sup> 20; GPSMAP<sup>®</sup> 62s, 62sc, 62st, 62stc, 78, 78s, 78sc; eTrex<sup>®</sup> 20, 30; Rino<sup>®</sup> 650, 655t; Edge<sup>®</sup> 800; Astro<sup>®</sup> 320. (Note: The All of Canada microSD/SD card will NOT work with the following units: GPSMAP 60Cx, 60CSx, 76Cx, 76CSx, 4x1, 4x1s, 530, 530s, 5x1,5x1s, 5x5, 5x5s, 5x6, 5x6s, 620, 640, 740, 740s; eTrex<sup>®</sup> x-series; Rino<sup>®</sup> 520HCx, 530HCx; Edge<sup>®</sup> 605, 705; nüvi<sup>®</sup> 5xx series; zumo<sup>®</sup> series).

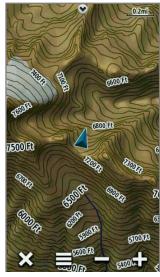
For additional TOPO Canada products, please see Page 2!

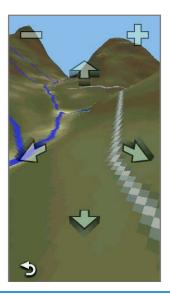
#### Special features include:

- Hydrographic features including coastlines, lake and river shorelines, wetlands, and perennial and seasonal streams
- Searchable points of interest, such as food and drink, parks, campgrounds, scenic lookouts, lodging, airports and more
- Terrain contour and elevation information, along with summits and geographic points
- Routable roads, trails and highways in metropolitan and rural areas
- National, regional, local parks, forests and wilderness areas

#### Product screenshots - Shown on Montana 650t unit









We also have these TOPO Canada products available for sale on DVD and as individual regional microSD<sup>™</sup>/SD<sup>™</sup> cards: The <u>TOPO Canada DVD</u> includes the same topographic coverage as the new TOPO Canada microSD/SD card listed on Page 1, plus allows the user to install the product in full to their computer from a single disk. It also includes the BaseCamp<sup>™</sup> software for installing and managing map data on your computer and GPS.

Compatible units for the DVD include: Colorado® series; Oregon® series; Montana™ series; Dakota® series; GPSMAP® 60Cx, 60CSx, 62, 62st, 62st, 62st, 76Cx, 76CSx, 78, 78s, 78sc, 4x0, 4x0s, 4x1, 4x1s, 5x0, 5x0s, 5x1,5x1s, 5x5, 5x5s, 5x6, 5x6s, 620, 640, 740, 740s; eTrex® x-series; eTrex 20, 30; Rino® 520HCx, 530HCx, 610, 650, 655t; Edge® 605, 705, 800; Astro® 220, 320; nüv® 5xx series; zumo® series

#### **TOPO Canada DVD**

Topographic coverage for all of Canada with BaseCamp software

Part Number: 010-10469-00 Description: All of Canada

List Price: \$129.99 Dealer Price: \$90.99



The <u>TOPO Canada regional microSD/SD cards</u> are offered on 5 different preprogrammed cards, which allow customers to purchase a section of Canada for a lower price. Each region contains the same topographic data as the full coverage DVD and microSD/SD card.

The 5 regional preprogrammed cards are compatible with these units: Colorado® series; Oregon® series; Montana™ series; Dakota® 20; GPSMAP® 60Cx,60CSx, 62s, 62st, 62sc, 62stc, 76Cx, 76CSx, 78, 78s, 78sc, 4x1, 4x1s, 530, 530s, 5x1,5x1s, 5x5, 5x5s, 5x6s, 5x6s, 620, 640, 740, 740s; eTrex® x-series; eTrex 20, 30; Rino® 520HCx, 530HCx, 650, 655t; Edge® 605, 705, 800; Astro® 220, 320; nüvi® 5xx series; zumo® series

#### 1. TOPO Canada - East

Topographic coverage for Quebec, Newfoundland, Labrador, Nova Scotia, Prince Edward Island and New Brunswick

Part Number: 010-C1009-00 Description: East



#### 2. TOPO Canada - Northwest

Topographic coverage for Yukon and Northwest Territories and coverage of

Wood Buffalo National Park

Part Number: 010-C1010-00 Description: Northwest
UPC: 753759095024 Format: microSD/SD card
List Price: \$86.14 Dealer Price: \$55.99



### 3. TOPO Canada - Nunavut

Topographic coverage for Nunavut

Part Number: 010-C1011-00 Description: Nunavut
UPC: 753759095031 Format: microSD/SD card
List Price: \$86.14 Dealer Price: \$55.99



#### 4. TOPO Canada - West

Topographic coverage for British Columbia, Alberta and Saskatchewan. Also includes coverage of Wood Buffalo National Park and Queen Charlotte Islands

Part Number: 010-C1012-00 Description: West



## 5. TOPO Canada - Central

Topographic coverage for Saskatchewan, Manitoba and Ontario

Part Number: 010-C1013-00 Description: Central UPC: 753759095055 Format: microSD/SD card List Price: \$86.14 Dealer Price: \$55.99

