

July 1, 2015

New Product Announcement

Varia™ Rearview Radar & Smart Bike Lights

INTRODUCING VARIA CYCLING AWARENESS

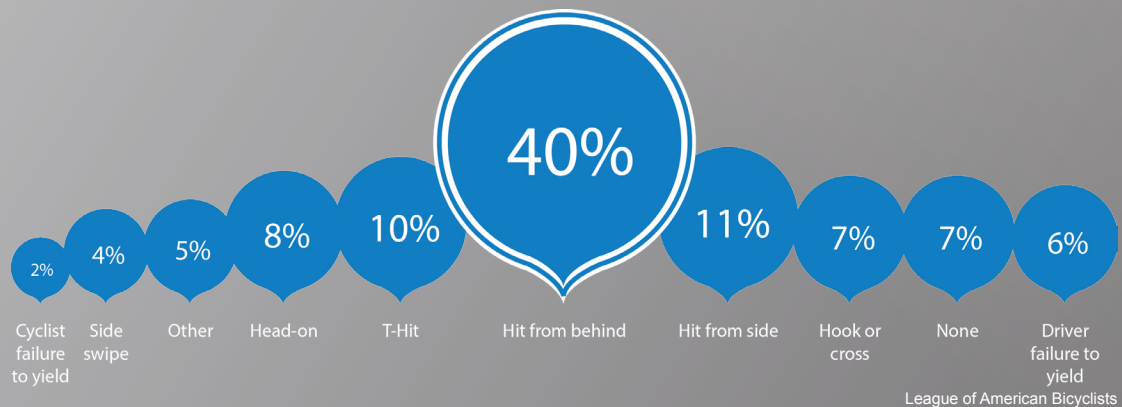
Conditions change. Situations evolve. Varia adapts. Account for all of the variables of the road with Varia cycling awareness products from Garmin. This new product line introduces first-of-its-kind rearview bike radar – which detects approaching cars – and smart bike lights.



VARIA REARVIEW RADAR

According to the U.S. Department of Transportation, 726 cyclists are killed, and an additional 49,000 are injured, in motor vehicle traffic crashes on an annual basis. Around 40 percent of these incidents occur when a cyclist is hit from behind by a car.

In the past, cyclists have relied on mirrors, listening and over-the-shoulder checks to detect oncoming cars, but each of these has its limitations and risks. Varia rearview bike radar detects vehicles approaching from a distance, giving you time to react to the threat. Not only does it alert the cyclist, it also alerts the car by increasing the intensity of the tail light beam as the car approaches.

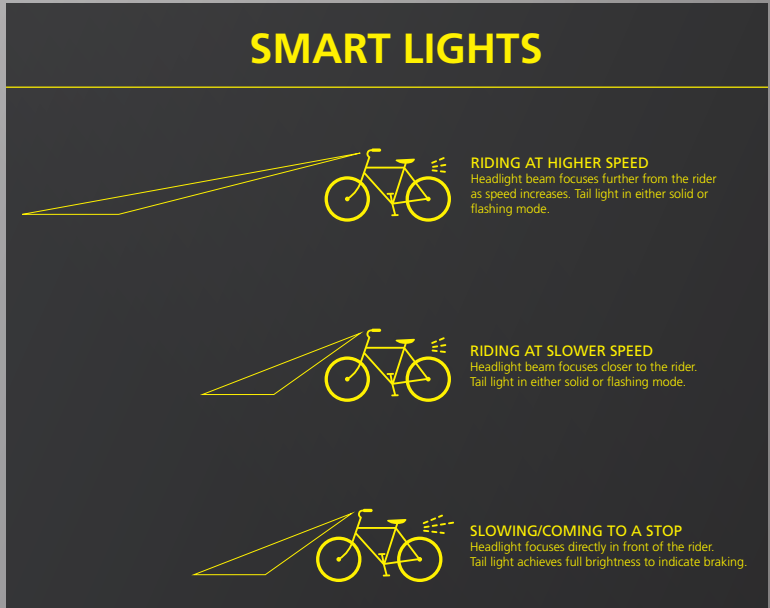


The rearview bike radar system includes a radar tail light transmitter paired with a handlebar-mounted radar display unit or a compatible Edge®. The radar tail light transmitter (RTL 500) detects approaching vehicles from up to 140 meters (153 yards) behind and increases brightness as cars approach. When in flashing mode, it increases flashing intensity as well. The radar display unit (RDU) or compatible Edge cycling computer displays up to 8 vehicles as they approach, indicating increasing risk with a change in color. Customers can purchase the bundle version, or they can purchase the radar tail light separately and pair to a compatible Edge cycling computer. Compatibility for the Edge 1000, Edge 810, Edge 520, Edge 510 and Edge Touring Plus will be added via software updates in Q3. Limited support for the Edge 25 will be added via a software update in Q3.



VARIA™ SMART BIKE LIGHTS

Based on GPS data from a compatible Edge¹, the beam automatically projects further ahead at faster speeds and closer as the rider's speed decreases, lighting the road where cyclists need it most. It also focuses the light ahead instead of around, shining up to 100 lux at 10 meters. The headlight also features a high-beam cutoff to prevent blinding oncoming vehicles.



The Varia tail light operates in solid and flashing modes. As the bike decelerates, the light intensity increases to warn approaching traffic. Add a second tail light to the smartlight setup for turn signals, which can be controlled through a compatible Edge¹ or the Varia remote. The Varia remote (included in the bundle) or a compatible Edge controls pattern, intensity, turn signals and on/off function.

BUILD A BETTER, BRIGHTER BIKE

Varia cycling awareness products work seamlessly with each other and with compatible Edge products, allowing cyclists to customize to their needs. When paired with an Edge 1000, the lights can adjust their brightness based on ambient light conditions. When paired with other Edge products, the lights can automatically turn on and off with the Edge, preventing battery drain.

The Varia Bike Smart Bike Lights have not been authorized as required by the rules of the Federal Communications Commission. These devices are not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.

The Varia Rearview Radar has been authorized as required by the rules of the Federal Communications Commission.



Right Turn Signal Shown






BIKE RADAR KEY FEATURES:

| | | |
|------------|---------------------------------------|---|
| NEW | APPROACHING VEHICLE INDICATION | The radar display unit (RDU) and compatible Edge cycling computers ¹ indicate up to 8 approaching vehicles from behind, giving the cyclist information about the distance and rate of approach. RDU informs the rider with an LED interface; Edge devices use an overlay of the current data screen. Detects vehicles up to 140 meters (153 yards) away. |
| NEW | AUTOMATIC ADJUSTMENTS | The tail light brightens and blinks when approaching vehicles are detected for an extra measure of safety. Vehicles approaching from the rear is the number one cause of bike/vehicle fatalities in the U.S. ² |
| NEW | THREAT LEVEL INDICATOR | Indicates the relative speed of approach and distance of one or more vehicles at a time. |

BIKE LIGHTS KEY FEATURES:

| | | |
|------------|--|--|
| NEW | AUTOMATIC BEAM MODE | Based on speed information from an Edge ¹ , the headlight beam will be placed where the rider needs it the most – in the far field at high speeds and in the near field at lower speeds. When deceleration is detected, the tail light will change its brightness to alert traffic behind that a cyclist is near and slowing. |
| NEW | FOCUSED LIGHT | The Varia headlight focuses the light where you need it – on the road ahead. The headlight beam also has a high-beam cutoff to avoid blinding oncoming traffic while still shining up to 100 lux at 10 meters. |
| NEW | AUTOMATIC LIGHT INTENSITY CONTROL | The brightness intensity of the headlight will adjust based on ambient light when paired with an Edge 1000. |

PRODUCT CONFIGURATION:

| | | | | | |
|---|--|-------------------------------------|---|---|-------------------------|
| Varia™ Rearview Radar Bundle | | Available: 3rd Quarter | Includes: Varia radar display unit (RDU), radar tail light transmitter (RTL 500), stem mount, seat-post quarter-turn mount, universal seat-post quarter-turn mount, microUSB cable, manuals | | |
|  | Description: RDU + RTL 500 | Part number: 010-01509-10 | UPC: 753759140533 | MRP: \$299.99 USD \$389.99 CAD | Net: \$269.99 |
| Varia Rearview Radar Tail Light | | Available: 3rd Quarter | Includes: Varia radar tail light transmitter (RTL 500), seat-post quarter-turn mount, universal seat-post quarter-turn mount, microUSB cable, manuals | | |
|  | Description: RTL 500 | Part number: 010-01509-00 | UPC: 753759140496 | MRP: \$199.99 USD \$259.99 CAD | Net: \$179.99 |
| Varia Bike Lights Bundle | | Available: 3rd Quarter | Includes: Varia headlight (HL 500), tail light (TL 300), Varia remote with road bike mount and mountain bike mount, universal out-front mount, seat-post quarter-turn mount, tail light multi-location quarter-turn mount, microUSB cable, manuals | | |
|  | Description: HL 500 + TL 300 | Part number: 010-01419-00 | UPC: 753759141288 | MRP: \$299.99 USD \$389.99 CAD | Net: \$269.99 |
| Varia Headlight | | Available: 3rd Quarter | Includes: Varia headlight (HL 500), universal out-front mount, microUSB cable, manuals | | |
|  | Description: HL 500 | Part number: 010-01415-00 | UPC: 753759141240 | MRP: \$199.99 USD \$259.99 CAD | Net: \$179.99 |
| Varia Tail Light | | Available: 3rd Quarter | Includes: Varia tail light (TL 300), seat-post quarter-turn mount, tail light multi-location quarter-turn mount, microUSB cable, manuals | | |
|  | Description: TL 300 | Part number: 010-01417-00 | UPC: 753759141264 | MRP: \$69.99 USD \$89.99 CAD | Net: \$62.99 |

To see specific pricing for your dealer account, please visit the [Dealer Resource Center](#).

| PHYSICAL SPECIFICATIONS: | | Varia Radar Bundle | Varia Radar Tail Light Transmitter |
|--|----------|--|--|
| Modes: | | solid, flashing | solid, flashing |
| Lux: | | N/A | N/A |
| Lumens: | | 16 | 16 |
| Battery life (high-power mode): | | 5 hours | 5 hours |
| ANT+® | | Yes | Yes |
| Water rating: | | IPX7 | IPX7 |
| Product dimensions: (W x H x D) | RDU: | 2.4" x 1.3" x 0.7" (6.0 x 3.4 x 1.9 cm) | 2.9" x 1.7" x 0.9 (7.3 x 4.4 x 2.3 cm) |
| | RTL 500: | 2.9" x 1.7" x 0.9 (7.3 x 4.4 x 2.3 cm) | |
| Product weight: | RDU: | 1.0 oz (28.5 g) | 2.2 oz (63.5 g) |
| | RTL 500: | 2.2 oz (63.5 g) | |
| Gift box dimensions: (W x H x D) | | 6.7" x 3.4" x 3.6" (17.0 x 8.7 x 9.1 cm) | 6.7" x 3.4" x 2.7" (17.0 x 8.7 x 6.8 cm) |
| Gift box weight: | | 10.5 oz (298.9 g) | 8.5 oz (241.8 g) |
| Master carton dimensions: (W x H x D) | | 12.1" x 15.1" x 13.5" (30.7 x 38.3 x 34.2 cm) | 12.0" x 15.0" x 12.4" (30.5 x 38.1 x 31.5 cm) |
| Master carton weight: | | 12 lbs 13 oz (5.8 kg) | 19 lbs 3 oz (8.7 kg) |
| Master carton quantity: | | 24 | 32 |

| PHYSICAL SPECS (CONT'D.): | Varia™ Smart Bike Lights Bundle | | Varia Smart Headlight | Varia Smart Tail Light |
|--|--|--|--|--|
| Modes: | Headlight: high-beam, low-beam, auto beam Tail light: solid, flashing | | High-beam, low-beam, auto beam | Solid, flashing |
| Lux: | Headlight: 100 lux at 10 meters Tail light: N/A | | 100 lux at 10 meters | N/A |
| Lumens: | Headlight: 600 Tail light: 22 | | 600 | 22 |
| Battery life (high-power mode): | Headlight: 2.5 hours Tail light: 4 hours | | 2.5 hours | 4 hours |
| Charge time: | Headlight: 6 hours Tail light: 2 hours | | 6 hours | 2 hours |
| ANT+® | Yes | | Yes | Yes |
| Water rating: | IPX7 | | IPX7 | IPX7 |
| Product dimensions: (W x H x D) | HL 500 | 1.9" x 3.6" x 1.6" (4.8 x 9.2 x 4.0 cm) | 1.9" x 3.6" x 1.6" (4.8 x 9.2 x 4.0 cm) | 1.5" x 3.6" x 0.7 (3.8 x 9.2 x 1.7 cm) |
| | TL 300 | 1.5" x 3.6" x 0.7 (3.8 x 9.2 x 1.7 cm) | | |
| Product weight: | HL 500 | 7.8 oz (222.0 g) | 7.8 oz (222.0 g) | 1.8 oz (52.0 g) |
| | TL 300 | 1.8 oz (52.0 g) | | |
| Gift box dimensions: (W x H x D) | 5.4" x 3.4" x 3.9" (13.7 x 8.7 x 9.9 cm) | | 5.4" x 3.4" x 2.7" (13.7 x 8.7 x 6.8 cm) | 5.4" x 2.7" x 3.4" (13.7 x 6.8 x 8.7 cm) |
| Gift box weight: | 1 lb 3.1 oz (542.3 g) | | 13.1 oz (371.0 g) | 9.1 oz (257.3 g) |
| Master carton dimensions: (W x H x D) | 12.1" x 15.1" x 13.5" (30.7 x 38.3 x 34.2 cm) | | 12.0" x 15.0" x 12.4" (30.5 x 38.1 x 31.5 cm) | 12.0" x 15.0" x 12.4" (30.5 x 38.1 x 31.5 cm) |
| Master carton weight: | 30 lbs. 13.8 oz. (14.0 kg) | | 28 lbs. 7.0 oz. (12.9 kg) | 20 lbs. 4.5 oz. (9.2 kg) |
| Master carton quantity: | 24 | | 32 | 32 |

COMPATIBLE PRODUCT OVERVIEW:



SKU: 010-01161-00 UPC: 753759120320
EDGE® 1000

VIA SOFTWARE UPDATE IN Q3
This GPS-enabled cycling computer puts the world at your fingertips with an easy-to-read, color touchscreen, connected features and more.

MRP: \$599.99 Net price: \$539.99



SKU: 010-01063-00 UPC: 753759993269
EDGE 810

VIA SOFTWARE UPDATE IN Q3
Get the metrics and navigation you need with this GPS-enabled cycling computer, featuring a color touchscreen, connected features and more.

MRP: \$399.99 Net price: \$359.99



SKU: 010-01164-00 UPC: 753759108489
EDGE TOURING PLUS

VIA SOFTWARE UPDATE IN Q3
Leave your maps behind. This GPS navigator comes with a preloaded Garmin Cycle Map including points of interest for cyclists.


MRP: \$299.99 Net price: \$269.99



SKU: 010-01368-00 UPC: 753759128517
EDGE 520

VIA SOFTWARE UPDATE IN Q3
This aerodynamic GPS bike computer is packed with advanced analysis features like time in zone, recovery time and Strava Live Segments.

MRP: \$299.99 Net price: \$269.99

EDGE 510 VIA SOFTWARE UPDATE IN Q3 010-01064-00 UPC: 753759995461 MRP: \$329.99 Net: \$296.99 Get the metrics you need with GPS, a color touchscreen and connected features. 

COMPATIBLE ACCESSORY OVERVIEW:



SKU: 010-12384-00 UPC: 753759143183
VARIA UNIVERSAL OUT-FRONT MOUNT

Mount your headlight to a second bike. Attach an Edge to control the light while riding. Includes mount and shims (2).

List price: \$39.99 Net price: \$33.99



SKU: 010-12094-20 UPC: 753759143213
VARIA REMOTE

Controls brightness, pattern, intensity and beam focus (high-beam/low-beam). Controls turn signals when used with second tail light. Includes road bike and mountain bike mounts.

List price: \$49.99 Net price: \$42.49



SKU: 010-10644-11 UPC: 753759142872
VARIA SEAT-POST QUARTER-TURN MOUNT

Mount your radar tail light or bike tail light to a second bike. Includes mount and fitting shims (2).




List price: \$19.99 Net price: \$16.99



SKU: 010-10644-12 UPC: 753759142889
VARIA UNIVERSAL SEAT-POST QUARTER-TURN MOUNT

Mount your radar tail light or bike tail light to an aero or round seat post. Includes mount, fitting shims (2) and O-rings (2).

List price: \$19.99 Net price: \$16.99

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|---|--------------|-------------------|---------------|--------------|--|
| VARIA TAIL LIGHT MULTI-LOCATION QUARTER-TURN MOUNT | 010-12385-00 | UPC: 753759143190 | List: \$19.99 | Net: \$16.99 | Mount the tail light unit to a backpack, helmet or other location on your bike.  |
| VARIA UNIVERSAL SEAT-POST QUARTER-TURN MOUNT O-RINGS | 010-10644-13 | UPC: 753759142896 | List: \$5.99 | Net: \$5.09 | Elastic bands to fasten your Varia universal seat-post quarter-turn mount.  |
| VARIA TAIL LIGHT MULTI-LOCATION QUARTER-TURN MOUNT O-RINGS | 010-12385-10 | UPC: 753759143206 | List: \$5.99 | Net: \$5.09 | Elastic bands to fasten your Varia tail light multi-location quarter-turn mount.  |

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

PRODUCT COPY:

Varia™ Rearview Bike Radar

| | |
|----------|--|
| 35 WORDS | New Varia™ rearview radar from Garmin helps create a safer cycling environment by warning cyclists of vehicles approaching from behind up to 140 meters (153 yards) and also warns approaching vehicles of a cyclist ahead. |
| 68 WORDS | New Varia™ rearview radar from Garmin helps create a safer cycling environment by warning cyclists of vehicles approaching from behind up to 140 meters (153 yards) and also warns approaching vehicles of a cyclist ahead. Works independently and integrates seamlessly with select Garmin Edge cycling computers ¹ . Edge computer or Varia head unit indicates the relative speed of approach and distance of one or more vehicles at a time. |
| 96 WORDS | Vehicles approaching from the rear is the number one cause of bike/vehicle fatalities in the U.S. ² The revolutionary new Varia™ Rearview Radar from Garmin helps a create safer cycling environment by warning cyclists of vehicles approaching from behind up to 153 yards, and also warns approaching traffic of a cyclist ahead. Works independently and integrates seamlessly with select Garmin Edge cycling computers ¹ . Indicates the relative speed of approach and distance of one or more vehicles at a time. The tail light brightens and blinks when approaching vehicles are detected for an extra measure of safety. |

Varia Smart Bike Lights

| | |
|----------|--|
| 30 WORDS | New Varia™ smart bike lights from Garmin automatically adjust to changing light conditions as well as the speed of the cyclist. Smarter lights can help create a safer riding environment. |
| 71 WORDS | New Varia™ smart bike lights from Garmin help to create a safer riding environment by adjusting to changing light conditions as well as bike speed when paired with select Edge computers ¹ . As speed increases, the headlight automatically projects light further ahead to where it's needed most. As ambient light fades or gets brighter, both the headlight and tail light adjust automatically when paired with a light sensing Edge 1000 bike computer. |
| 95 WORDS | New Varia™ smart bike lights from Garmin help to create a safer riding environment by adjusting to changing light conditions as well as bike speed, thanks to seamless integration with select Edge computers ¹ . As speed increases, the headlight automatically projects light further ahead to where it's needed most. As ambient light fades or gets brighter, both the headlight and tail light adjust automatically when paired with a light sensing Edge 1000 bike computer. Using two taillights will give the rider turn signal capability. Adjustments including on/off can be made manually with the Varia remote control. |

Varia Rearview Bike Radar

- One of the new Varia™ line of smart cycling devices from Garmin
- First radar system for bikes that warns of vehicles approaching from behind up to 140 meters (153 yards)
- Works independently and wirelessly integrates seamlessly with select Garmin Edge cycling computers¹
- Edge computer or handlebar-mounted Varia head unit indicates when one or more vehicles are approaching from the rear
- Riders alerted to relative speed of approaching vehicles and how close they are
- Tail light unit brightens and flashes to notify approaching traffic of a cyclist ahead
- Vehicles approaching from the rear is the number one cause of bike/vehicle fatalities in the U.S.²


Varia Smart Bike Lights

- One of the new Varia™ line of smart cycling devices from Garmin
- Smart bike light system that adjusts to changing environmental conditions
- Works independently or wirelessly connects with select Garmin Edge cycling computers¹
- As rider's speed increases, the headlight automatically projects further ahead and vice versa as a rider's speed decreases when paired with select Edge computers
- As light conditions change, the smart Varia headlight and tail light automatically get brighter or dimmer when paired with a light sensing Edge 1000 cycling computer
- Adjustments including on/off can be made manually with the use of a remote (included)
- With two tail lights, you can indicate impending right or left turns


SOCIAL MADE SIMPLE:

Easily share Varia via social media using the prewritten posts below. Just add your company name, an image and a link.

VARIA REARVIEW BIKE RADAR:




New @Garmin Varia rearview radar helps create safer cycling by warning you of approaching vehicles.
(Include product image and/or link for purchase)




New Varia rearview radar from Garmin ([Link to Garmin Facebook page](#)) is now available! It helps create safer cycling by warning you of vehicles approaching from behind from up to 153 yards and also warns approaching vehicles of you. ([Include link for purchase](#))

VARIA SMART BIKE LIGHTS:



New @Garmin Varia smart bike lights focus light where it matters and brighten when braking.
(Include product image and/or link for purchase)



New Varia smart bike lights from Garmin ([Link to Garmin Facebook page](#)) pair with your existing Edge to automatically adjust to changing speed so you can focus on the ride.

Learn more. ([Include product image and link for purchase](#))

Comment and let us know if you can think of an experience where this would have been helpful. ([Include product image](#))

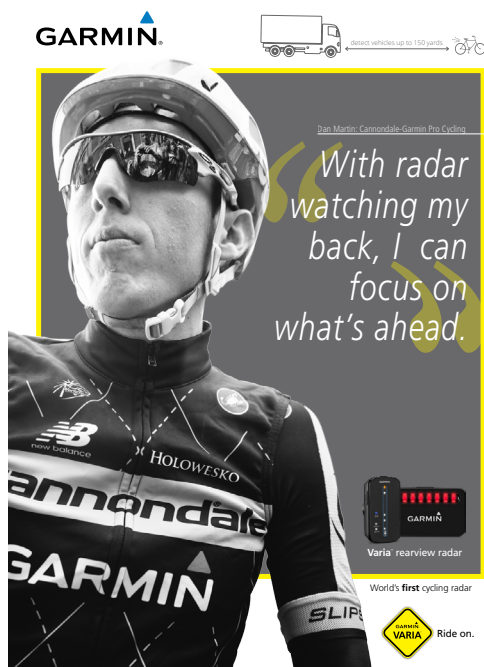
MERCHANDISING:

Garmin recently found that bike shops using Garmin merchandising displays saw a 70 percent increase in Garmin product sales. Use Garmin displays and merchandising to tell your customers the “Why Garmin” story.

Varia™ double-sided poster:

Size: 18” W x 24” H

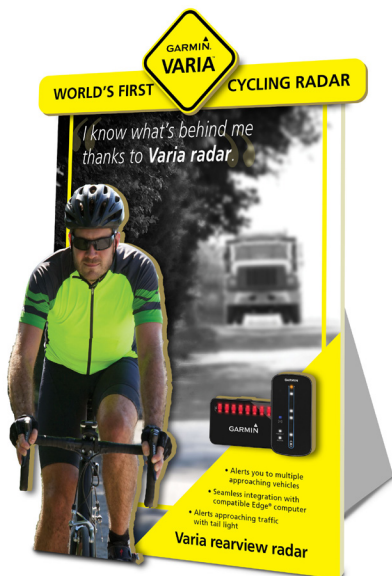
One side features Dan Martin and the other side features rearview radar.



Varia counter easel display:

Size: 9” W x 14” H

Printed on foil with eye-catching LED light. Built in easel for easy assembly.



Varia window clings:

Size: 5” W x 5” H

Introduce a new world of cycling awareness to customers as they walk in.



Varia base and case merchandising kit:

Size: 6” W x 15” H

Includes base and case hanger and a channel strip for Varia rearview radar and smart bike lights. (3 total).



Packaging:



Varia hanging/counter display:

Size: 10” W x 12” H

Eye-catching display hangs from the ceiling or stands on any shelf or counter.



Dummy units:



Varia Rearview Bike Radar:

P/N: M08-01509-10
UPC: 753759141486



Varia Headlight:

P/N: M08-01415-00
UPC: 753759141301



Varia Tail Light:

P/N: M08-01417-00
UPC: 753759141318

Final merchandising displays are subject to change. To learn more or place an order, contact your inside sales rep or visit the Garmin Dealer Resource Center (DRC).

The DRC is your one-stop shop to learn about Garmin products, download marketing materials and web banners, view your personalized dealer pricing and more.

Dealer Resource Center

¹ Compatibility for the Edge 1000, Edge 810, Edge 520, Edge 510 and Edge Touring Plus will be added via software updates in Q3. Limited support for the Edge 25 will be added via a software update in Q3.

² According to a study by the League of American Bicyclists.