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GARMIN DRIVE™ 53

5" SAT NAV

NEW PRODUCT ANNOUNCEMENT

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MARKETING MEMO

April 12, 2023

GARMIN DRIVE™ 53

5" SAT NAV



PRODUCT OVERVIEW:

Simplify your drive with Garmin Drive™ 53 with Live Traffic¹, the 5" sat nav that helps you reach your destination. It features a bright 5" high-resolution glass touchscreen display and modern, beautiful design. Outsmart traffic jams or slowdowns and get suggested alternate routes with Garmin live traffic alerts. With driver alerts, gain more situational awareness for sharp curves, speed changes, school crossings and more. Garmin Drive 53 shows food, fuel and rest stops along your active route. Make the most of road trips by checking the included Tripadvisor® traveler ratings for top-rated restaurants, hotels and attractions. Environmental zone routing gives guidance and warnings about Environmental Zones on your route. The Garmin Drive 53 sat nav also includes detailed map updates of Europe.



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KEY FEATURES:

NEW	5" GLASS DISPLAY	The bright high-resolution 5" glass capacitive touchscreen display lets you easily view your route.
	LIVE SERVICES	Access live traffic, fuel prices and weather when you pair this sat nav with your compatible smartphone using the Garmin Drive™ app.
	ENVIRONMENTAL ZONE ROUTING	Environmental Zone routing gives guidance and warnings about Environmental Zones on your route.
	BUILT-IN Wi-Fi®	Built-in Wi-Fi® connectivity allows for easy map updates of Europe and software updates without a computer.
	DRIVER ALERTS	Get more situational awareness with alerts for school zones, speed changes, sharp curves and more.
	ROUTE OVERVIEW	View food, fuel and rest areas along your active route, and see upcoming cities and milestones.
	FIND THE BEST PLACES	View Tripadvisor® traveller ratings for top-rated restaurants, hotels and attractions to help you make the most of road trips.
	GARMIN REAL DIRECTIONS™ FEATURE	Easy-to-understand, spoken turn-by-turn directions guide like a friend, using street names, store names and recognizable landmarks.
	WORKS WITH GARMIN BACKUP CAMERAS	This sat nav wirelessly pair with a Garmin backup camera to see behind your vehicle when in reverse.

SCREENSHOTS:

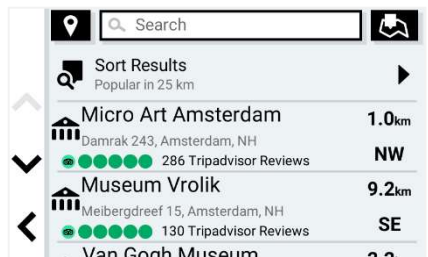
DRIVER ALERTS



CHECK UP AHEAD



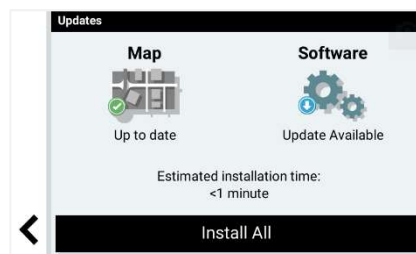
TRIPADVISOR TRAVELER RATINGS



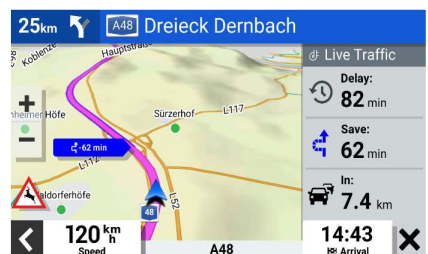
ENVIRONMENTAL ZONES



BUILT-IN Wi-Fi®



GARMIN LIVE TRAFFIC



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PRODUCT COMPARISON:

	Garmin Drive 53	Garmin Drive 55	Garmin DriveSmart™ 66	Garmin DriveSmart 76	Garmin DriveCam 76	Garmin DriveSmart 86
Map coverage	Europe	Europe	Europe	Europe	Europe	Europe
Display size	5"	5.5"	6"	7"	7"	8"
Display resolution	800 x 480	1200 x 720	1280 x 720	1024 x 600	1024 x 600	1280 x 800
Unit dimensions (WxHxD)	4.97" x 3.33" x 0.67" (12.6 x 8.5 x 1.7 cm)	5.4" x 3.0 x 0.7" (13.7 x 7.6 x 1.8 cm)	6.0" x 3.4" x 0.7" (15.2 x 8.6 x 1.9 cm)	6.8" x 3.9" x 0.7" (17.3 x 9.9 x 1.9 cm)	6.9" x 4.2" x 1.4" (17.7 x 10.6 x 3.5 cm)	7.6" x 4.7" x 0.77" (19.2 x 11.9 x 1.8 cm)
Weight	2.43 oz (69 g)	5.3 oz (150.5g)	6.17 oz (175 g)	6.17 oz (175 g)	9.56 oz (271g)	10.41 oz (295.2 g)
Battery life	Up to 1 hour	Up to 1 hour	Up to 1 hour	Up to 1 hour	Up to 30 minutes	Up to 1 hour
Accepts data cards	microSD™ card (not included)	microSD card (not included)	microSD card (not included)	microSD card (not included)	16 GB microSD card (pre-installed for dash cam)	microSD card (not included)
Built-in dash cam					•	
Dual-orientation display						•
Garmin voice assist			•	•	•	•
Hands-free calling with BLUETOOTH® technology & Smartphone			•	•	•	•
Built-in Wi-Fi® connectivity for easy device updates	•	•	•	•	•	•
Access to live weather, traffic and Fuel via the Garmin Drive™ app	•	•	•	•	•	•
Environmental Zone Routing	•	•	•	•	•	•
Includes map updates	•	•	•	•	•	•
Tripadvisor® traveller ratings	•	•	•	•	•	•
Driver alerts	•	•	•	•	•	•
Garmin Real Directions™ landmark guidance	•	•	•	•	•	•
Millions of popular POIs from Foursquare®	•	•	•	•	•	•
Up Ahead feature	•	•	•	•	•	•
Compatible with Garmin backup cameras	BC™40 and BC 50	BC 40	BC™ 30, BC 40 and BC 50	BC 30, BC 40 and BC 50	BC 40 and BC 50	BC 30, BC 40 and BC 50

GARMIN DRIVE™ APP



The Garmin Drive app is our simple automotive app that allows your Garmin Drive 53 to wirelessly connect with your smartphone via Bluetooth® technology. Once connected, you'll have access to many additional features that help simplify your drive such as live traffic, advanced weather and more.

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PRODUCT CONFIGURATION:

SCHEDULE B: 8526910070

HTS: 8526.91.0040

Garmin Drive 53



INCLUDES		COUNTRY OF ORIGIN					
Garmin Drive 53, vehicle suction cup, vehicle power cable, USB cable and documentation		Made in Taiwan. Cables made in China, Taiwan or Philippines.					
DESCRIPTION		SKU		UPC			
Garmin Drive 53		010-02858-10		753759313524			
TYPE OF DISTRIBUTION	Exclusive	RECOMMENDED RETAIL PRICE					
		EUR	GBP	NOK	SEK	DKK	FIN EUR
MARKET PLACE BAN	Yes	169.99	149.99	1 999	1 999	1 349	179

PHYSICAL SPECIFICATIONS:

Garmin Drive 53	
Unit dimensions (WxHxD):	4.97" x 3.33" x 0.67" (126.4 x 84.5 x 17 mm)
Display size (WxH):	4.25" x 2.55" (108 x 64.8 mm)
Display resolution (WxH):	800 x 480 pixels
Display type:	Multi-touch, glass, WVGA, with backlight
Weight:	2.43 oz (69 g)
Magnetic mount:	No
Data cards:	microSD™ (not included)
Battery type:	Internal rechargeable lithium-ion battery
Battery life:	Up to 1 hour

PACKAGING SPECIFICATIONS:

Garmin Drive 53	
Gift box dimensions (WxHxD):	6.25" x 4.25" x 2.75" (16 x 11 x 7 cm)
Gift box weight:	0.92 lb (418 g)
Master carton dimensions (WxHxD):	18" x 13.1" x 12.4" (46 x 33 x 31 cm)
Master carton weight:	30.2 lbs (13.7 kg)
Master carton quantity:	32



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COMPATIBLE ACCESSORY OVERVIEW:

BC™ 40 WIRELESS BACKUP CAMERA



Sat nav sold separately.

BC 40, Wireless Backup Camera

SKU: 010-01866-11
UPC: 753759268855
RRP: €149.99

No wiring this camera into your car's power supply. Just install two AA batteries (lithium recommended, not included), and BC 40 is ready to go. Includes number plate mount.

BC 50 WIRELESS BACKUP CAMERAS



Sat nav sold separately.

BC 50

SKU: 010-02609-00
UPC: 753759277482
RRP: €199.99

The long wireless range is ideal for all vehicle sizes and vehicle-trailer configurations. Connect to a switched power source such as your vehicle's reverse lights. Available with NightGlo™ illumination for exceptional visibility at night. Professional installation is recommended.

BC 50 WITH NIGHT VISION

SKU: 010-02610-00
UPC: 753759277505
RRP: €299.99

	SKU	UPC	RRP	DESCRIPTION	IMAGE
Dual port USB powered adapter	010-13023-02	753759280826	€14.99	Use this portable USB power adapter to charge two compatible devices at the same time from any standard wall outlet. This adapter includes two USB ports with 5V/2.4A output power for quick charging.	
5" and 6" Universal Carrying Case	010-12101-00	753759115760	€19.99	Get premium, scratch-resistant protection for your compatible 5" or 6" device. This sleek leather case supports your device, while the soft fabric interior provides dual all-around protection. The case closes with a magnet.	
Hinged Portable Friction Mount	010-11280-02	753759103422	€26.99	Secure your compatible device to your dashboard with this portable friction mount. Fold down the integrated arm for storage and portability.	
Dashboard Mount	010-10747-02	753759057862	€24.99	Secure your device for easier navigation while in your vehicle with this compact, adjustable dashboard mount. It includes adhesive disk to permanently install the mount base to the dashboard.	
AC Adapter Cable	010-11478-05	753759103729	€29.99	Power and recharge your devices from any standard EU/UK wall outlet with this adapter cable.	
High-speed Multi-charger	010-10723-17	753759111540	€39.99	Add 2 high-speed USB ports to your vehicle's 12-volt outlet without losing the ability to power your compatible device. Use each USB port to charge a phone, tablet or any other device that needs power on the go.	
Air Vent Mount	010-11952-00	753759003548	€19.99	See your device in a new way. Attach your compatible Garmin navigator to the air vent in your vehicle with this mount, an alternative to windshield and dash mounts. This mount has a ball joint size of 0.67" (17 mm). This mount is not compatible with Garmin DriveLuxe™, Garmin DriveAssist™ or any navigation devices 7" or larger.	
Portable Friction Mount	010-10908-02	753759098858	€29.99	Keep your device in easy sight with this portable friction mount, and then remove it from your vehicle when you arrive at your destination. It lets you use your device in more than one vehicle. This mount has a ball joint size of 0.67" (17 mm).	
Vehicle Power Cable	010-11838-00	753759989392	€19.99	Power up while you're on the go with this 12-volt adapter. It's your in-vehicle charger when you're out on the open road.	

[For additional compatible products and accessories, please visit Garmin.com.](https://www.garmin.com)

¹ To use this feature, you must download the Garmin Drive app to your compatible smartphone (sold separately) enabled with Bluetooth technology and GPS.