

MARKETING MEMO



New Product Announcement

STRIKER™ Fishfinder ClearVü Series

October 19, 2016

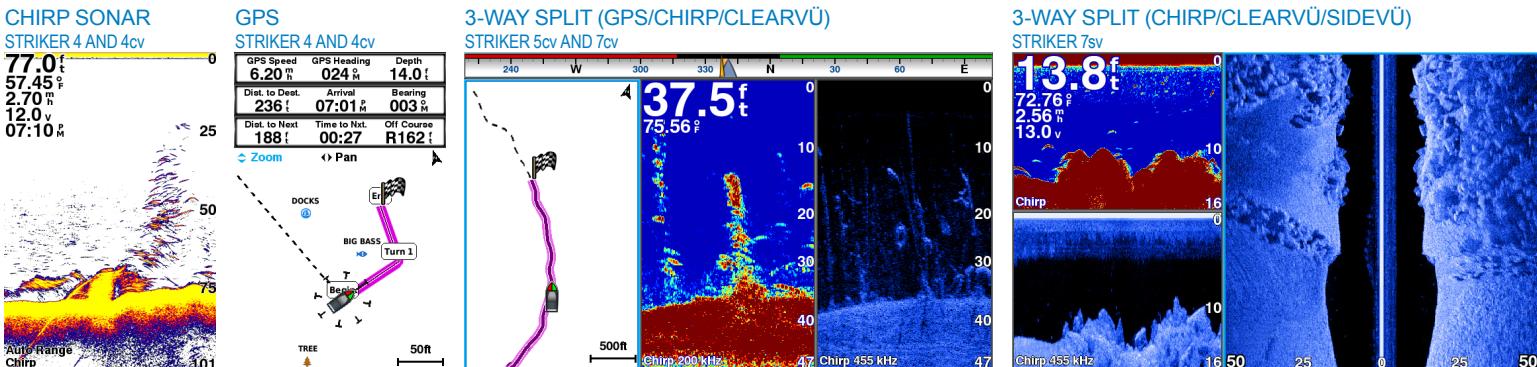
Following the success of the STRIKER fishfinder series, Garmin is proud to announce the new STRIKER fishfinders with ClearVü technology. ClearVü gives you a nearly photographic, wide image of what passes below your boat. With this high-frequency sonar, you clearly see structure, submerged objects and fish. These devices are designed to allow you to mark your favorite fishing spot and easily navigate back to it tomorrow, saving you time and money. STRIKER series fishfinders are available in 3.5-, 5- and 7-inch display sizes.



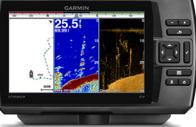
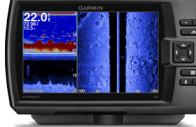
KEY FEATURES:

NEW	CLEARVÜ SCANNING SONAR	Gives you a nearly photographic, wide image of what passes below your boat. With this high-frequency sonar, you clearly see structure, submerged objects and fish. (Available in STRIKER 4cv, 5cv, 7cv and 7sv.)
	THE POWER OF SIMPLE™	Offers a keyed interface with dedicated buttons. The device is easy to use and easy to install. Available in 3.5-, 5- and 7-inch display sizes.
	RUGGED DESIGN	New rugged, outdoor look complements your lifestyle. Able to withstand the harsh marine environment with excellent performance.
	HIGH-SENSITIVITY GPS	The built-in GPS receiver allows you to mark your favorite fishing spot and get back to it tomorrow. This also allows the device to display GPS speed so you know how fast you are trolling.
	WAYPOINT MAP	Use the waypoint map to easily view, mark and navigate to locations such as brush piles, stumps and docks.
	CHIRP SONAR	Instead of sending just 1 single frequency, CHIRP sends a continuous sweep of frequencies ranging from low to high. CHIRP sonar technology then interprets frequencies individually upon their return. Since this continuous sweep of frequencies provides a wider range of information, CHIRP sonar is able to create crisper fish arches with greater target separation.
	CHIRP SIDEVÜ	CHIRP SideVü provides a detailed, high-resolution photographic image up to 750 feet to each side of the boat. Offers an excellent way of finding structure and fish without being directly over them. (Available in STRIKER 7sv.)
	FLEXIBLE MOUNTING	Allows the device to tilt and swivel for an optimum viewing angle. For a sleeker install on your dash, an optional flush mount kit can be purchased.
	BUILT-IN FLASHER	View your sonar data in the classic flasher format; ideal for ice fishing or vertical jigging.
	PORTABILITY	The optional portable kit makes it easy to use this device for ice fishing or on a kayak.
	MULTIPLE TRANSDUCER OPTIONS	All STRIKER fishfinders include everything you need in the box to start fishing, including a transom/trolling motor mount transducer. You can also choose from a wide variety of optional transducers for any type of installation and fishing experience.
	TROLLING MOTOR TRANSDUCER SUPPORT	Supports Minn Kota® and MotorGuide® trolling motors with integrated transducers.
	SHARE USER DATA	Utilize the optional user data sharing cable to share your favorite waypoints and routes between compatible STRIKER and echoMAP™ devices.

SCREENSHOTS:



PRODUCT COMPARISON:

	STRIKER™ 4	STRIKER 4cv	STRIKER 5cv	STRIKER 7cv	STRIKER 7sv
					
Display size (diagonal)	3.5"	3.5"	5.0"	7.0"	7.0"
Display resolution	480 x 320 HVGA	480 x 320 HVGA	800 x 480 WVGA	800 x 480 WVGA	800 x 480 WVGA
Internal high-sensitivity GPS	•	•	•	•	•
CHIRP traditional sonar	•	•	•	•	•
Dual frequency (50/200 kHz)	•	•	•	•	•
Dual beam (77/200 kHz)	•	•	•	•	•
CHIRP ClearVü		•	•	•	•
CHIRP SideVü					•
Included transducer	CHIRP Traditional: 77/200 kHz	CHIRP Traditional: 77/200 kHz ClearVü: 455/800 kHz	CHIRP Traditional: 77/200 kHz ClearVü: 455/800 kHz	CHIRP Traditional: 77/200 kHz ClearVü: 455/800 kHz	CHIRP Traditional: 77/200 kHz ClearVü: 455/800 kHz SideVü: 455/800 kHz
Transmit power	200 W (RMS) 1,600 W (peak-to-peak)	300 W (RMS) 2,400 W (peak-to-peak)	500 W (RMS) 4,000 W (peak-to-peak)	500 W (RMS) 4,000 W (peak-to-peak)	500 W (RMS) 4,000 W (peak-to-peak)
Frequencies supported (kHz)	Traditional: 50/77/200 CHIRP (mid-band, high) ClearVü: 260/455/800	Traditional: 50/77/200 CHIRP (mid-band, high) ClearVü: 260/455/800	Traditional: 50/77/200 CHIRP (mid-band, high) ClearVü: 260/455/800	Traditional: 50/77/200 CHIRP (mid-band, high) ClearVü: 260/455/800	Traditional: 50/77/200 CHIRP (mid-band, high) ClearVü/SideVü: 260/455/800
Maximum depth capabilities with included transducer ¹	1,600 ft (traditional) 250 ft (ClearVü)	1,750 ft (traditional) 250 ft (ClearVü)	1,900 ft (traditional) 250 ft (ClearVü)	1,900 ft (traditional) 250 ft (ClearVü)	800 ft (traditional) 250 ft (ClearVü) 500 ft Left/Right (SideVü)
Waypoints	5,000	5,000	5,000	5,000	5,000
Audible alarms	•	•	•	•	•
User data sharing cable compatible	•	•	•	•	•
Water temperature log/graph	•	•	•	•	•
GPS speed	•	•	•	•	•
Flasher	•	•	•	•	•

¹Depth capacity is dependent on water bottom type and other water conditions.

PRODUCT CONFIGURATIONS:

STRIKER 4 Available now	US with transducer	010-01550-00 753759147013	MRP: \$119.99 USD MRP: \$149.99 CAD	Includes: STRIKER 4 fishfinder, power/data cable, tilt/swivel mount, transducer (77/200 kHz, 4-pin), transom and trolling motor mounts and English documentation
	WW with transducer	010-01550-01 753759147020	MRP: \$119.99 USD MRP: \$149.99 CAD	Includes: STRIKER 4 fishfinder, power/data cable, tilt/swivel mount, transducer (77/200 kHz, 4-pin), transom and trolling motor mounts and multi-language documentation
	with portable kit	010-01550-10 753759147044	MRP: \$199.99 USD MRP: \$269.99 CAD	Includes: STRIKER 4 fishfinder, portable kit (bag, base/handle, foam float, rechargeable battery, AC charger), power/data cable, tilt/swivel mount, transducer (77/200 kHz, 4-pin) and English documentation
STRIKER 4cv Available 4th Quarter	US with transducer	010-01806-00 753759175955	MRP: \$179.99 USD MRP: \$229.99 CAD	Includes: STRIKER 4cv fishfinder, power/data cable, tilt/swivel mount, transducer (77/200 kHz/ClearVü, 4-pin), transom and trolling motor mounts and English documentation
	WW with transducer	010-01806-03 753759175962	MRP: \$179.99 USD MRP: \$229.99 CAD	Includes: STRIKER 4cv fishfinder, power/data cable, tilt/swivel mount, transducer (77/200 kHz/ClearVü, 4-pin), transom and trolling motor mounts and multi-language documentation
STRIKER 5cv Available 4th Quarter	US with transducer	010-01807-00 753759175979	MRP: \$299.99 USD MRP: \$399.99 CAD	Includes: STRIKER 5cv fishfinder, power/data cable, tilt/swivel mount, transducer (77/200 kHz/ClearVü, 4-pin), transom and trolling motor mounts and English documentation
	WW with transducer	010-01807-03 753759175986	MRP: \$299.99 USD MRP: \$399.99 CAD	Includes: STRIKER 5cv fishfinder, power/data cable, tilt/swivel mount, transducer (77/200 kHz/ClearVü, 4-pin), transom and trolling motor mounts and multi-language documentation
STRIKER 7cv Available 4th Quarter	US with transducer	010-01808-00 753759175993	MRP: \$399.99 USD MRP: \$519.99 CAD	Includes: STRIKER 7cv fishfinder, power/data cable, tilt/swivel mount, transducer (77/200 kHz/ClearVü, 4-pin), transom and trolling motor mounts and English documentation
	WW with transducer	010-01808-03 753759176006	MRP: \$399.99 USD MRP: \$519.99 CAD	Includes: STRIKER 7cv fishfinder, power/data cable, tilt/swivel mount, transducer (77/200 kHz/ClearVü, 4-pin), transom and trolling motor mounts and multi-language documentation
STRIKER 7sv Available 4th Quarter	US with transducer	010-01809-00 753759176013	MRP: \$499.99 USD MRP: \$649.99 CAD	Includes: STRIKER 7sv fishfinder, power/data cable, tilt/swivel mount, transducer (high wide CHIRP 150-240 kHz/ClearVü/SideVü, 12-pin), 12-pin to dual 4-pin transducer Y-cable, transom and trolling motor mounts and English documentation
	WW with transducer	010-01809-03 753759176020	MRP: \$499.99 USD MRP: \$649.99 CAD	Includes: STRIKER 7sv fishfinder, power/data cable, tilt/swivel mount, transducer (high wide CHIRP 150-240 kHz/ClearVü/SideVü, 12-pin), 12-pin to dual 4-pin transducer Y-cable, transom and trolling motor mounts and multi-language documentation

PRODUCT COPY:

Product copy for new STRIKER™ fishfinder series can be downloaded from the [Dealer Resource Center](#).

PHYSICAL AND PERFORMANCE:

Physical dimensions:	STRIKER 4: 3.6" x 5.9" x 1.6" (9.1 x 15.0 x 4.1 cm) STRIKER 4cv: 3.6" x 5.9" x 1.6" (9.1 x 15.0 x 4.1 cm) STRIKER 5cv: 7.4" x 4.5" x 2.1" (18.8 x 11.6 x 5.4 cm) STRIKER 7cv: 9.3" x 5.5" x 2.3" (23.5 x 14.0 x 5.8 cm) STRIKER 7sv: 9.3" x 5.5" x 2.3" (23.5 x 14.0 x 5.8 cm)
Weight:	STRIKER 4: 0.5 lbs (0.4 kg) STRIKER 4cv: 0.5 lbs (0.4 kg) STRIKER 5cv: 1.1 lbs (0.5 kg) STRIKER 7cv: 1.7 lbs (0.8 kg) STRIKER 7sv: 1.7 lbs (0.8 kg)
Water rating:	IPX7 ¹
Power supply range:	10 V - 20 V DC
Typical power consumption:	STRIKER 4: 2.8 W STRIKER 4cv: 4.8 W STRIKER 5cv: 4.8 W STRIKER 7cv: 6.6 W STRIKER 7sv: 8.1 W
Gift box (dimensions and weight):	STRIKER 4: 6.5" x 4.4" x 8.7" (16.6 x 11.2 x 22.2 cm) - 2.0 lbs (0.9 kg) STRIKER 4 Portable Bundle: 19.9" x 4.2" x 13.1" (50.5 x 10.6 x 33.4 cm) - 10.7 lbs (4.9 kg) STRIKER 4cv: 6.5" x 4.4" x 8.7" (16.6 x 11.2 x 22.2 cm) - 2.5 lbs (1.1 kg) STRIKER 5cv: 9.9" x 4.4" x 8.7" (25.1 x 11.2 x 22.2 cm) - 3.3 lbs (1.5 kg) STRIKER 7cv: 9.9" x 4.4" x 8.7" (25.1 x 11.2 x 22.2 cm) - 4.0 lbs (1.8 kg) STRIKER 7sv: 9.9" x 4.4" x 8.7" (25.1 x 11.2 x 22.2 cm) - 4.9 lbs (2.2 kg)
Case pack:	STRIKER 4: 18 STRIKER 4 Portable Bundle: 3 STRIKER 4cv: 18 STRIKER 5cv: 12 STRIKER 7cv: 8 STRIKER 7sv: 8
Master carton (dimensions and weight):	STRIKER 4: 20.6" x 14.1" x 18.5" (52.3 x 35.7 x 47.0 cm) - 40.0 lbs (18.1 kg) STRIKER 4 Portable Bundle: 20.6" x 14.1" x 14.1" (52.3 x 35.7 x 35.7 cm) - 36.1 lbs (16.4 kg) STRIKER 4cv: 20.6" x 14.1" x 18.5" (52.3 x 35.7 x 47.0 cm) - 49.0 lbs (22.2 kg) STRIKER 5cv: 20.6" x 14.1" x 18.5" (52.3 x 35.7 x 47.0 cm) - 43.6 lbs (19.8 kg) STRIKER 7cv: 18.5" x 18.1" x 10.9" (47.1 x 46.0 x 27.6 cm) - 36.0 lbs (16.3 kg) STRIKER 7sv: 18.5" x 18.1" x 10.9" (47.1 x 46.0 x 27.6 cm) - 43.2 lbs (19.6 kg)

¹ Water Rating IPX7 - Withstands incidental exposure to water of up to 1 meter for up to 30 minutes.

TRANSDUCERS:



CHOOSE A TRANSDUCER

Garmin offers a wide variety of transducers for any type of installation and fishing experience. For a complete list of recommended transducers, please click the [Transducer Selection Guide](#) button of the Transducers web page at Garmin.com/transducers.

MERCHANTISING:

[Click here to watch a feature and benefit video.](#)



COMPATIBLE ACCESSORY OVERVIEW:



SKU: 010-12234-06

UPC: 753759135928

USER DATA SHARING CABLE

Share user data, such as waypoints and routes, with other compatible Garmin devices.

MSRP: \$19.99



SKU: 010-12462-00

UPC: 753759156763

PORTABLE KIT

Protect and carry your STRIKER™ device with this portable kit, which includes a sealed AGM rechargeable battery with smart charger, built-in transducer cable management and storage and suction cup transducer mount and float.

MSRP: \$99.99



SKU: 010-12357-00

UPC: 753759140892

KAYAK TRANSDUCER MOUNT

Our versatile in-hull transducer mounting solution for kayaks allows fishermen to get out on the water with their favorite Garmin equipment.

MSRP: \$19.99



SKU: 010-12441-00

UPC: 753759150518

STRIKER 4/4cv PROTECTIVE COVER

Our protective cover fits your STRIKER device, keeping it safe from the harsh marine environment when not in use.

MSRP: \$14.99



SKU: 010-12441-01

UPC: 753759150525

STRIKER 5cv PROTECTIVE COVER

Our protective cover fits your STRIKER device, keeping it safe from the harsh marine environment when not in use.

MSRP: \$19.99



SKU: 010-12441-02

UPC: 753759150532

STRIKER 7cv/7sv PROTECTIVE COVER

Our protective cover fits your STRIKER device, keeping it safe from the harsh marine environment when not in use.

MSRP: \$19.99

TILT/SWIVEL MOUNT STRIKER 4/4cv	010-12439-00 753759150464	MSRP: \$12.99	Our mount allows you to tilt and swivel the device for optimum viewing.
TILT/SWIVEL MOUNT STRIKER 5cv/7cv/7sv	010-12439-01 753759150471	MSRP: \$19.99	Our mount allows you to tilt and swivel the device for optimum viewing.
FLUSH MOUNT KIT STRIKER 4/4cv	010-12440-00 753759150488	MSRP: \$9.99	Looking for a sleeker installation of your STRIKER device? Our flush mount kit allows you to easily position your device against most flat surfaces in your boat. The kit includes hardware, installation instructions and a template.
FLUSH MOUNT KIT STRIKER 5cv	010-12440-01 753759150495	MSRP: \$14.99	Looking for a sleeker installation of your STRIKER device? Our flush mount kit allows you to easily position your device against most flat surfaces in your boat. The kit includes hardware, installation instructions and a template.
FLUSH MOUNT KIT STRIKER 7cv/7sv	010-12440-02 753759150501	MSRP: \$14.99	Looking for a sleeker installation of your STRIKER device? Our flush mount kit allows you to easily position your device against most flat surfaces in your boat. The kit includes hardware, installation instructions and a template.

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