

## MARKETING MEMO



# New Product Announcement

## STRIKER™ Fishfinder ClearVü Series

October 19, 2016

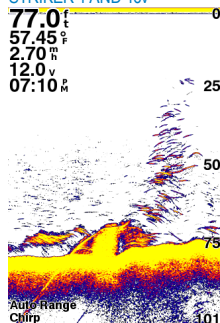
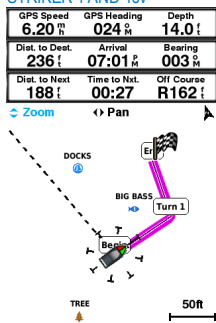
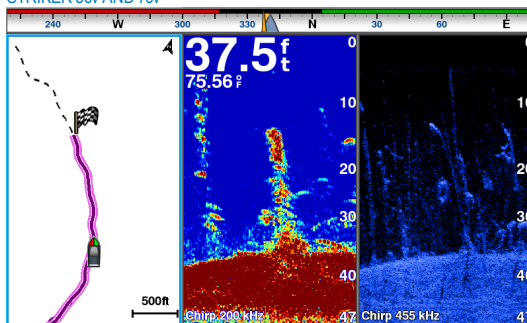
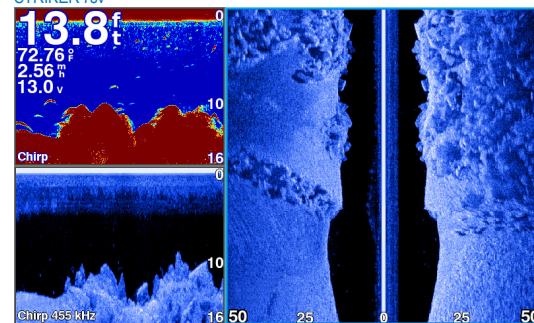
Following the success of the STRIKER fishfinder series, Garmin is proud to announce the new STRIKER fishfinders with ClearVü technology. ClearVü gives you a nearly photographic, wide image of what passes below your boat. With this high-frequency sonar, you clearly see structure, submerged objects and 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:

|            |  |  |
|------------|--|--|
| <b>NEW</b> | <b>CLEARVÜ SCANNING SONAR</b>            | 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.)   |
|            | <b>THE POWER OF SIMPLE™</b>              | 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.  |
|            | <b>RUGGED DESIGN</b>                     | New rugged, outdoor look complements your lifestyle. Able to withstand the harsh marine environment with excellent performance.  |
|            | <b>HIGH-SENSITIVITY GPS</b>              | 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.   |
|            | <b>WAYPOINT MAP</b>                      | Use the waypoint map to easily view, mark and navigate to locations such as brush piles, stumps and docks.   |
|            | <b>CHIRP SONAR</b>                       | 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. |
|            | <b>CHIRP SIDEVÜ</b>                      | 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.)  |
|            | <b>FLEXIBLE MOUNTING</b>                 | 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.   |
|            | <b>BUILT-IN FLASHER</b>                  | View your sonar data in the classic flasher format; ideal for ice fishing or vertical jigging.   |
|            | <b>PORTABILITY</b>                       | The optional portable kit makes it easy to use this device for ice fishing or on a kayak.  |
|            | <b>MULTIPLE TRANSDUCER OPTIONS</b>       | 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.   |
|            | <b>TROLLING MOTOR TRANSDUCER SUPPORT</b> | Supports Minn Kota® and MotorGuide® trolling motors with integrated transducers.   |
|            | <b>SHARE USER DATA</b>                   | Utilize the optional user data sharing cable to share your favorite waypoints and routes between compatible STRIKER and echoMAP™ devices.  |

## SCREENSHOTS:

CHIRP SONAR  
STRIKER 4 AND 4cvGPS  
STRIKER 4 AND 4cv3-WAY SPLIT (GPS/CHIRP/CLEARVÜ)  
STRIKER 5cv AND 7cv3-WAY SPLIT (CHIRP/CLEARVÜ/SIDEVÜ)  
STRIKER 7sv

## 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<br>ClearVü: 455/800 kHz                             | CHIRP Traditional: 77/200 kHz<br>ClearVü: 455/800 kHz                              | CHIRP Traditional: 77/200 kHz<br>ClearVü: 455/800 kHz                               | CHIRP Traditional: 77/200 kHz<br>ClearVü: 455/800 kHz<br>SideVü: 455/800 kHz        |
| Transmit power   | 200 W (RMS)<br>1,600 W (peak-to-peak)   | 300 W (RMS)<br>2,400 W (peak-to-peak)   | 500 W (RMS)<br>4,000 W (peak-to-peak)  | 500 W (RMS)<br>4,000 W (peak-to-peak)   | 500 W (RMS)<br>4,000 W (peak-to-peak)   |
| Frequencies supported (kHz)                                      | Traditional: 50/77/200<br>CHIRP (mid-band, high)                                  | Traditional: 50/77/200<br>CHIRP (mid-band, high)<br>ClearVü: 260/455/800          | Traditional: 50/77/200<br>CHIRP (mid-band, high)<br>ClearVü: 260/455/800           | Traditional: 50/77/200<br>CHIRP (mid-band, high)<br>ClearVü: 260/455/800            | Traditional: 50/77/200<br>CHIRP (mid-band, high)<br>ClearVü/SideVü: 260/455/800     |
| Maximum depth capabilities with included transducer <sup>1</sup> | 1,600 ft (traditional)  | 1,750 ft (traditional)<br>250 ft (ClearVü)  | 1,900 ft (traditional)<br>250 ft (ClearVü)   | 1,900 ft (traditional)<br>250 ft (ClearVü)  | 800 ft (traditional)<br>250 ft (ClearVü)<br>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  | •   | •   | •  | •   | •   |

<sup>1</sup> Depth capacity is dependent on water bottom type and other water conditions.

## PRODUCT CONFIGURATIONS:

|   |                    |                              |  |   |
|---|--------------------|------------------------------|--|---|
| <b>STRIKER 4</b><br>Available now           | US with transducer | 010-01550-00<br>753759147013 | MRP: \$119.99 USD<br>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<br>753759147020 | MRP: \$119.99 USD<br>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<br>753759147044 | MRP: \$199.99 USD<br>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  |
| <b>STRIKER 4cv</b><br>Available 4th Quarter | US with transducer | 010-01806-00<br>753759175955 | MRP: \$179.99 USD<br>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<br>753759175962 | MRP: \$179.99 USD<br>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   |
| <b>STRIKER 5cv</b><br>Available 4th Quarter | US with transducer | 010-01807-00<br>753759175979 | MRP: \$299.99 USD<br>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<br>753759175986 | MRP: \$299.99 USD<br>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   |
| <b>STRIKER 7cv</b><br>Available 4th Quarter | US with transducer | 010-01808-00<br>753759175993 | MRP: \$399.99 USD<br>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<br>753759176006 | MRP: \$399.99 USD<br>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   |
| <b>STRIKER 7sv</b><br>Available 4th Quarter | US with transducer | 010-01809-00<br>753759176013 | MRP: \$499.99 USD<br>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<br>753759176020 | MRP: \$499.99 USD<br>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)<br>STRIKER 4cv: 3.6" x 5.9" x 1.6" (9.1 x 15.0 x 4.1 cm)<br>STRIKER 5cv: 7.4" x 4.5" x 2.1" (18.8 x 11.6 x 5.4 cm)<br>STRIKER 7cv: 9.3" x 5.5" x 2.3" (23.5 x 14.0 x 5.8 cm)<br>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)<br>STRIKER 4cv: 0.5 lbs (0.4 kg)<br>STRIKER 5cv: 1.1 lbs (0.5 kg)<br>STRIKER 7cv: 1.7 lbs (0.8 kg)<br>STRIKER 7sv: 1.7 lbs (0.8 kg)  |
| Water rating:                          | IPX7 <sup>1</sup>  |
| Power supply range:                    | 10 V - 20 V DC   |
| Typical power consumption:             | STRIKER 4: 2.8 W<br>STRIKER 4cv: 4.8 W<br>STRIKER 5cv: 4.8 W<br>STRIKER 7cv: 6.6 W<br>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)<br>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)<br>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)<br>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)<br>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)<br>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<br>STRIKER 4 Portable Bundle: 3<br>STRIKER 4cv: 18<br>STRIKER 5cv: 12<br>STRIKER 7cv: 8<br>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)<br>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)<br>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)<br>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)<br>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)<br>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) |

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



## TRANSDUCERS:



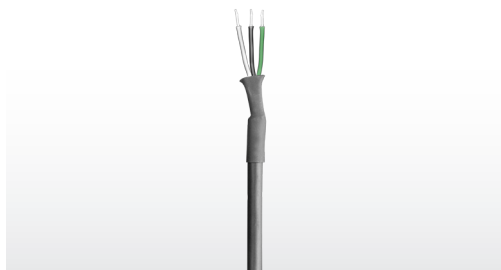
### CHOOSE A TRANSDUCER

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/](http://Garmin.com/transducers/).

## MERCHANDISING:

[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

|   |                              |               |  |
|---|------------------------------|---------------|--|
| <b>TILT/SWIVEL MOUNT</b><br>STRIKER 4/4cv       | 010-12439-00<br>753759150464 | MSRP: \$12.99 | Our mount allows you to tilt and swivel the device for optimum viewing.  |
| <b>TILT/SWIVEL MOUNT</b><br>STRIKER 5cv/7cv/7sv | 010-12439-01<br>753759150471 | MSRP: \$19.99 | Our mount allows you to tilt and swivel the device for optimum viewing.  |
| <b>FLUSH MOUNT KIT</b><br>STRIKER 4/4cv         | 010-12440-00<br>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. |
| <b>FLUSH MOUNT KIT</b><br>STRIKER 5cv           | 010-12440-01<br>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. |
| <b>FLUSH MOUNT KIT</b><br>STRIKER 7cv/7sv       | 010-12440-02<br>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](http://Garmin.com).