

Marketing Memo



To: Marine & Consumer Electronic Dealers
From: Engelhard (AI) Sundoro, Senior Director Marine Sales/Marketing
Date: January 5, 2012

2012 Garmin Marine Installation Rebate Program



Garmin International is pleased to announce the **continuation** of the Marine Installation Rebate Program. This program is designed to provide National Marine Electronics Association (NMEA), American Boat and Yacht Council (ABYC) and Garmin Certified service and installation dealers with the opportunity to increase sales and profits in the increasingly competitive market of Marine Electronics. The installation rebate program enables installing dealers to be eligible for installation rebates, which help overall profitability, when they install award-winning Garmin products. This program ensures that our mutual customers receive the satisfaction of knowing their Garmin products have been installed properly and function as represented.

2012 Updates:

- **INCREASED REBATE VALUES ON ALL APPROVED DEVICES**
- Added the GSD™ 24 and GSD 26
- Added the GMI™ 10 Bundle Pack with GWS™ 10 and DST 800
- Added the AIS 300
- Added the VHF 200, VHF 300 and VHF 300 AIS

Limited Time Special Pricing!

Guidelines for Marine Installation Rebate Program:

- Rebate program only applies to installations within the United States and Canada from **January 1, 2012 to July 8, 2012**
- To qualify for this program, NMEA members are required to hold a current MEI or CMET certification, ABYC members are required to hold a current Marine Electrical Certification and Garmin members are required to hold a current installation or service center certification
- Garmin reserves the right to remove any Dealer, Reseller or Service Center from these programs if it fails to meet the expectations of customers or Garmin

Three Steps to Submit a Valid Installation Rebate Claim:

1. Complete a 2012 Marine Garmin Installation Rebate Claim Form. Please provide your required Garmin, NMEA or ABYC certification number and required product serial number(s).
2. Attach a copy of your dated, itemized invoice showing proof of the service(s) or installation(s). Invoices that fail to show date of service or installation (and itemized model names for installations) will not be processed. The vessel owner information that appears on the invoice must match the vessel owner information provided on the claim form.
3. Within 30 days of the service or installation, please submit the required documentation to the mailing address listed on the claim form and allow 8-12 weeks to process the claim.

For Rebate questions, please contact rebate@garmin.com.

Terms and Conditions: This limited time program applies to installation of products in factory-new condition only; used or newly overhauled products are not eligible. Garmin is not responsible for incomplete requests, loss in mail, postage due or C.O.D. receipts, or any consequential damages and does recommend keeping a copy of your invoice and claim form for your records. The rebate program is only available to residents of the United States and Canada. Void where prohibited, taxed or otherwise prohibited by law. Garmin reserves the right to rescind and/or change these programs at any time. Claims will be paid in U.S. Dollars only. Recipient of the claim pays any applicable taxes.



2012 Garmin Installation Rebate Program Claim Form

Please complete this rebate claim form and attach the original or copy of the original dated, itemized invoice showing proof of the installation(s). Rebate offer valid on installations between 01/01/12 and 07/08/12. Submit rebate claim within 30 days of installation to:

Garmin International, Inc.
Attn: Rebate Dept./Installation Rebate Program
1200 E. 151st Street
Olathe, KS 66062

Dealer invoice must show the name(s) of installed Garmin models. OEM dealers are not eligible for this rebate offer. Serial numbers are required on lower section of the form. Checks mail directly to the dealer. Please allow 8-12 weeks to process the request. Garmin disclaims all responsibility and liability for incomplete submissions. For questions, please contact rebate@garmin.com.

Garmin Dealer Name:	Installation Date:	Vessel Name and Hull #:
Dealer Account # with Garmin (if applicable):	Installation Technician:	Vessel Owner:
REQUIRED NMEA, ABYC or Garmin Certification** #: _____	Installing Dealer's Mailing Address: (rebate check will mail to this address)	Vessel Owner's Mailing Address:
	Dealer's Telephone:	Vessel Owner's Telephone:
Installation Claim Date:	Dealer's Email Address:	Vessel Owner's Email Address:

Model	Serial Number (required)	Rebate Offer	Qty	Total Rebate Amount
GPSMAP 4008 010-00591-00		\$50		
GPSMAP 4208 010-00591-01		\$50		
GPSMAP 5008 010-00593-00		\$75		
GPSMAP 5208 010-00593-01		\$75		
GPSMAP 4010 010-00690-00		\$100		
GPSMAP 4012 010-00592-00		\$100		
GPSMAP 4210 010-00690-01		\$100		
GPSMAP 4212 010-00592-01		\$100		
GPSMAP 5012 010-00594-00		\$100		
GPSMAP 5212 010-00594-01		\$100		
GPSMAP 5015 010-00692-00		\$100		
GPSMAP 5215 010-00692-01		\$100		
GPSMAP 6008 010-00750-00		\$150		
GPSMAP 6208 010-00750-01		\$150		
GPSMAP 6012 010-00751-00		\$150		
GPSMAP 6212 010-00751-01		\$150		
GPSMAP 7012 010-00749-00		\$150		
GPSMAP 7212 010-00749-01		\$150		
GPSMAP 7015 010-00748-00		\$150		
GPSMAP 7215 010-00748-01		\$150		
GSD 22 010-00397-00		\$25		
GSD 24 010-00957-00		\$50		
GSD 26 010-00958-00		\$50		
GDL 40 010-00849-10		\$50		
GXM 51 010-00753-00		\$50		
GMI 10 010-00687-00		\$50		
GMI 10 w/GWS 10 010-00747-00		\$75		

Model	Serial Number (required)	Rebate Offer	Qty	Total Rebate Amount
GMI 10 w/GWS 10 & DST 800 010-00747-01		\$75		
GMR 18 HD 010-00572-02		\$50		
GMR 24 HD 010-00572-03		\$50		
GMR 404 xHD 010-00484-03 GMR 404 xHD W/P 010-00738-10 GMR 404 xHD K10-00012-06		\$150		
GMR 406 xHD 010-00484-04 GMR 406 xHD W/P 010-00738-10		\$150		
GMR 604 xHD 010-00484-03 GMR 604 xHD W/P 010-00738-00		\$150		
GMR 606 xHD 010-00484-04 GMR 606 xHD W/P 010-00738-00 GMR 606 xHD K10-00012-07		\$150		
GMR 1204 xHD 010-00484-03 GMR 1204 xHD W/P 010-00739-00		\$150		
GMR 1206 xHD 010-00484-04 GMR 1206 xHD W/P 010-00739-00		\$150		
GHP 10 Autopilot 010-00705-00		\$125		
GHP 12 Autopilot 010-00705-30		\$125		
TR1 Gold Autopilot 101-2000-00		\$75		
AIS 300 010-00892-00		\$25		
AIS 600 010-00865-00		\$50		
VHF 200 010-00755-00		\$25		
VHF 300 010-00756-00		\$25		
VHF 300 AIS 010-00757-00		\$25		

Total Rebate Request Amount: \$