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GARMIN BC™ 50 SERIES

WIRELESS BACKUP CAMERAS

NEW PRODUCT ANNOUNCEMENT

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MARKETING MEMO

June 09, 2022

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NEW PRODUCT
ANNOUNCEMENT



PRODUCT OVERVIEW:

The BC™ 50 series of wireless backup cameras helps you reverse with confidence, even when maneuvering longer vehicles or trailers. With HD resolution and a wide field of view, this camera helps you clearly see what's behind your vehicle. Whether you're backing a trailer down the boat ramp, parking your Campervan in that tight but perfect spot, or reversing your semi-truck up to the loading dock, the long 15m/50' transmission range lets you see exactly where you're going from your compatible sat nav (visit Garmin.com/bc50 for compatible devices). The BC 50 with Night Vision wireless backup camera offers exceptional visibility in dark settings as well, thanks to NightGlo™ illumination.



Garmin BC 50



Garmin BC 50 with Night Vision



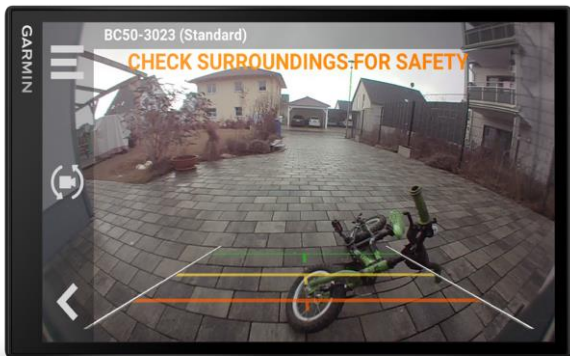
GARMIN BC™ 50 SERIES

WIRELESS BACKUP CAMERAS

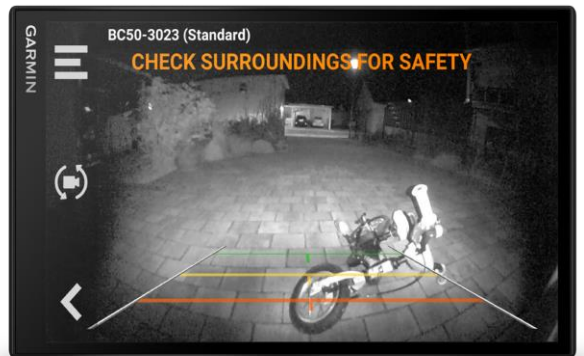
**NEW PRODUCT
ANNOUNCEMENT**

KEY FEATURES:

NEW	CLEAR CAMERA VIEW	Sharp camera resolution, up to 720p HD, presents a clear view behind your vehicle when in reverse; wirelessly pairs with your compatible Garmin sat nav (visit Garmin.com/bc50 for compatible devices)
NEW	NIGHT VISION	Only BC 50 with Night Vision is equipped with NightGlo™ technology, illuminates what matters behind your vehicle for exceptional visibility at night
NEW	LONG WIRELESS RANGE	Long 50' (15 metres) transmission range makes this backup camera ideal for all types of vehicles, including longer semi-trucks, campervan and trailers
NEW	WIDE FIELD OF VIEW	Wide 160-degree field of view gives you a full picture of what's behind your vehicle
NEW	RUGGED DESIGN	Rugged, compact design and IP67 ¹ weather-resistant housing means BC 50 can withstand rain, snow and harsh road conditions
NEW	EXTENSION CABLE	Optional 50' (15 metres) extension cable (sold separately) adds to the transmission range to provide a range up to 100' (30 metres) for extended rigs and vehicle-trailer configurations
	POWER SOURCE	Requires connection to a switched 12- or 24-volt power source, such as your vehicle's reverse lights; professional installation recommended



Clear Camera View



NightGlo Illumination

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PRODUCT CONFIGURATION:

SCHEDULE B: 8525800035
HTS: 8525.80.3010

BC 50



INCLUDES		COUNTRY OF ORIGIN
BC 50 wireless backup camera, license plate mount, wireless transmitter and power cable, hardware and documentation		Made in Taiwan.
DESCRIPTION	SKU	UPC
BC 50	010-02609-00	753759277482

RRP:					
EUR	GBP	NOK	SEK	DKK	FIN EUR
199.99	179.99	2 249	2 149	1 549	209

BC 50 with Night Vision



INCLUDES		COUNTRY OF ORIGIN
BC 50 with Night Vision wireless backup camera, license plate mount, bracket mount, wireless transmitter and power cable, hardware and documentation		Made in Taiwan.
DESCRIPTION	SKU	UPC
BC 50 with Night Vision	010-02610-00	753759277505

RRP:					
EUR	GBP	NOK	SEK	DKK	FIN EUR
299.99	259.99	3 349	3 199	2 349	309

PHYSICAL SPECIFICATIONS:

	BC 50	BC 50 with Night Vision
Camera dimensions (WxHxD):	1.0" x 0.9" x 0.7" (2.5 x 2.2 x 1.7 cm)	1.7" x 0.9" x 0.7" (4.3 x 2.2 x 1.9 cm)
Camera weight:	1.3 oz (37.4 g)	1.8 oz (51.2 g)
External power:	12- or 24-volt DC	12- or 24-volt DC
Water rating:	IP67	IP67
Camera resolution:	Up to 720p	Up to 720p
Field of view:	160 degrees	160 degrees
Frame rate:	Up to 30 FPS	Up to 30 FPS
Wireless transmission distance:	Up to 50' (15 metres)	Up to 50' (15 metres)

PACKAGING SPECIFICATIONS:

	BC 50	BC 50 with Night Vision
Gift box dimensions (WxHxD):	5.2" x 6.0" x 2.6" (13.3 x 15.0 x 6.6 cm)	5.2" x 6.0" x 2.6" (13.3 x 15.0 x 6.6 cm)
Gift box weight:	0.6 lb (0.3 kg)	0.7 lb (0.3 kg)
Master carton dimensions (WxHxD):	17.1" x 13.6" x 14.8" (43.5 x 34.5 x 37.7 cm)	17.1" x 13.6" x 14.8" (43.5 x 34.5 x 37.7 cm)
Master carton weight:	21.0 lbs (9.5 kg)	24.0 lbs (10.9 kg)
Master carton quantity:	30	30



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COMPATIBLE DEVICES:

With a software update, BC 50 is compatible with a variety of navigation devices to help drivers of all vehicle types reverse with confidence.



dēzl™ LGV
truck sat navs



Garmin
Campervan



Garmin DriveSmart™
sat navs



Tread®
rugged all-terrain sat navs

- 010-02469-10 DriveSmart 66 EU MT-S
- 010-02469-11 DriveSmart 66 EU MT-D
- 010-02469-12 DriveSmart 66 with Amazon Alexa EU MT-S
- 010-02469-41 DriveSmart 66 Travelers Edition MENA/EU MT-S
- 010-02470-10 DriveSmart 76 EU MT-S
- 010-02470-11 DriveSmart 76 EU MT-D
- 010-02470-12 DriveSmart 76 with Amazon Alexa EU MT-S
- 010-02471-12 DriveSmart 86 with Amazon Alexa EU MT-D
- 010-02507-10 Tread - SXS Edition
- 010-02508-10 Tread - Overland Edition
- 010-02509-10 Tread XL - Overland Edition
- 010-02406-11 Tread - Base Edition
- 010-02406-10 Tread

- 010-02666-11 CamperVan
- 010-02738-10 Dezl LGV610, EU MT-D, GPS
- 010-02738-15 Dezl LGV610, EU, GPS
- 010-02739-10 Dezl LGV710, EU MT-D, GPS
- 010-02739-15 Dezl LGV710, EU, GPS
- 010-02740-10 Dezl LGV810, EU MT-D, GPS
- 010-02740-15 Dezl LGV810, EU, GPS
- 010-02741-10 Dezl LGV1010, EU MT-D, GPS
- 010-02741-15 Dezl LGV1010, EU, GPS

COMPATIBLE ACCESSORY:

	SKU	UPC	RRP	DESCRIPTION	IMAGE
Extension cable 50' (15 metres)	010-13119-00	753759299330	€69.99	Double the range of your BC™ 50 wireless backup camera with this 50-foot (15 metres) cable. The cable connects the camera to the wireless transmitter in longer vehicles and trailers allowing a wireless range up to 100 feet (30 metres).	
NEW Mounting Hardware (BC 50)	010-13119-10	753759306595	€9.99	Replacement bracket for mounting the BC 50 on the license plate.	
NEW Mounting Hardware (BC 50 with Night Vision)	010-13119-20	753759306601	€14.99	Replacement bracket for mounting the BC 50 with Night Vision on the license plate or the rear of your vehicle	

¹ See Garmin.com/waterrating