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Media Contacts

Katherine Fox
Kansas City Sports Commission & Foundation
Phone | 816-389-4189
E-Mail | kfox@sportkc.org

Krista Klaus
Garmin International, Inc.
Phone | 913-397-8200
E-Mail | media.relations@garmin.com



Garmin® secures exclusive naming rights for Kansas City Marathon

With expanded title sponsorship, the Garmin Kansas City Marathon includes new event branding and promotes Garmin's premium fitness and adventure smartwatches

KANSAS CITY, MO (February 11, 2020) – Garmin International, Inc., a unit of Garmin Ltd. (NASDAQ: GRMN), has secured exclusive naming rights and title sponsorship of The Kansas City Marathon. Beginning in 2020, Kansas City's largest annual running event will be rebranded as The Garmin Kansas City Marathon with full integration of the Garmin brand and running products, including the best-selling Forerunner® lineup of running smartwatches and fēnix® 6 series of adventure watches.

The three-year naming rights agreement strengthens the longstanding strategic relationship between Garmin and the Kansas City Sports Commission & Foundation, a 100 percent privately funded nonprofit organization that has organized the Kansas City Marathon since 2005. Registration is currently open for the Garmin Kansas City Marathon set for Oct. 17, 2020.

"Garmin has been a great supporter of our race for the past three years, and we are thrilled to take our strategic relationship to the next level with the race rebranding as the Garmin Kansas City Marathon," said Race Director Dave Borchardt. "Garmin is the coolest brand in the running industry, and we couldn't ask for a better title sponsor – they truly care about the Kansas City community as well as growing the Kansas City Marathon into one of the biggest and best races in the country."

"As a homegrown Kansas City-area company and the pioneer of the modern running watch, Garmin is proud to secure naming rights to Kansas City's premier running event. As Garmin continues to develop

best-in-class running watches and smartwatches, it only makes sense to sponsor Kansas City’s largest marathon,” said Susan Lyman, Garmin vice president of global consumer marketing. “The Garmin Kansas City Marathon will encourage runners of all levels to make every day just a little bit better. We call it ‘Beat Yesterday.’ ”

In addition to securing full naming rights and retaining title sponsorship of the Kansas City Marathon, Garmin will continue to be the Presenting Sponsor of [the WIN for KC Women’s Triathlon & Duathlon](#) and a Bronze Level sponsor of the [Thanksgiving Day 5K Run and Family Stroll](#).

The Garmin Kansas City Marathon has been recognized by RaceRaves, the leading online race finder and community review site for runners, as the “[Best Marathon in Missouri](#)” and “[Best Half Marathon in Missouri](#),” and was rated one of the top 20 Marathons on BibRave.com, thus qualifying for “[The BibRave 100: a Definitive List of the Best Races in America](#).” It also has been named one of TripAdvisor’s “[50 U.S. Road Races to Attempt in your Lifetime](#).”

The Garmin Kansas City Marathon gives runners a tour of Kansas City’s most beautiful landmarks and historic neighborhoods, including the WWI Memorial, Sprint Center, City Hall, Country Club Plaza, Nelson-Atkins Museum of Art, Brookside, Westport, the 18th & Vine Jazz District and more. With more than a dozen bands providing music along the course, runners will kick off the race with fireworks and celebrate their personal best with an after party featuring live music, free food and local craft beer.

Distance options for the race are 5K, 10K, Half Marathon and Full Marathon. Runners can register for the Garmin Kansas City Marathon at [kcmarathon.org](#) and receive race updates on [Twitter](#), [Facebook](#) and [Instagram](#).

About The Kansas City Sports Commission and Foundation

The mission of the [Kansas City Sports Commission & Foundation](#) is to drive Kansas City’s overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region. As a privately-funded nonprofit, we are entirely dependent on your support. For the latest on Kansas City Sports Commission news, follow on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#). Also follow the Kansas City Marathon presented by Garmin on [Twitter](#), [Facebook](#) and [Instagram](#).

About Garmin

For decades, Garmin has pioneered new GPS navigation and wireless devices and applications that are designed for people who live an active lifestyle. Garmin serves five primary business units, including automotive, aviation, fitness, marine, and outdoor recreation. For more information, visit Garmin’s virtual pressroom at [garmin.com/newsroom](#), contact the Media Relations department at 913-397-8200, or follow us at [facebook.com/garmin](#), [instagram.com/garmin](#), [twitter.com/garminnews](#), or [youtube.com/garmin](#).

About Garmin International Inc. Garmin International, Inc. is a subsidiary of Garmin Ltd. (Nasdaq: GRMN). Garmin Ltd. is incorporated in Switzerland, and its principal subsidiaries are located in the United States, Taiwan and the United Kingdom. Garmin, Forerunner and fenix are registered trademarks.

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This release includes forward-looking statements regarding Garmin Ltd. and its business. Such statements are based on management’s current expectations. The forward-looking events and circumstances discussed in this release may not occur and actual results could differ materially as a result of known and unknown risk factors and uncertainties affecting Garmin, including, but not limited to, the risk factors listed in the Annual Report on Form 10-K for the year ended December 29, 2018, filed by Garmin with the Securities and Exchange Commission (Commission file number 0-31983). A copy of such Form 10-K is available at <https://www.garmin.com/en-US/company/investors/earnings/>. No forward-looking statement can be guaranteed. Forward-looking statements speak only as of the date on which they are made and Garmin undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

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KANSAS CITY SPORTS COMMISSION & FOUNDATION

2600 Grand Boulevard, Suite 100 | Kansas City, MO 64108 | 816.474.4652