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BMW Dallas Marathon Announces Garmin® as Official Sponsor

Local marathon collaborates with global leader in fitness technology

(DALLAS) –The [Dallas Marathon](#) announced its collaboration with [Garmin International, Inc.](#), a global leader in both GPS navigation and wearable fitness technology. Garmin is the BMW Dallas Marathon’s official running watch and timing clock sponsor, and will help runners stay on track to achieve their fitness goals throughout race weekend.

“The BMW Dallas Marathon is thrilled to have Garmin as one of our elite sponsors this year,” said Paul Lambert, President of the Dallas Marathon. “We are very excited to team up with this iconic brand to help promote healthy and active lifestyles throughout our own community.”

Garmin will be taking part in Dallas Marathon’s portfolio of events leading up to and throughout race weekend. The company will be showcasing several of its latest products at the five [BMW 5K Social Runs](#) in October and November, as well as the Health and Fitness Expo on Dec. 7 and Post-Race Parties during race weekend, Dec. 8-9. Garmin has a watch for every type of runner, including the [Forerunner® 645 Music](#) and the [fēnix® 5 Plus series](#), and is looking forward to showcasing these products to athletes over the course of these next few months.

“We are excited to collaborate with the BMW Dallas Marathon as this year’s official running watch and timing clock sponsor,” said Susan Lyman, Garmin Vice President of Global Consumer Marketing. “As a company with a strong focus on physical fitness and leading an active lifestyle, we see the BMW Dallas Marathon as a great event to connect with thousands of runners of all skill levels and encourage them to ‘Beat Yesterday.’”

The BMW Dallas Marathon Weekend of Events directly benefits Texas Scottish Rite Hospital for Children. The Dallas Marathon has donated more than \$4 million to the hospital since naming Scottish Rite as its primary beneficiary in 1997.

For more information, registration updates and event details, please visit www.bmwdallasmarathon.com.

About the BMW Dallas Marathon

The Dallas Marathon is a nonprofit organization with a focus on promoting health and physical fitness through running events and related activities. Dating back to 1971, the organization hosts year-round events culminating with Dallas' largest and Texas' longest running marathon: the BMW Dallas Marathon. Now in its 48th running, the marquee race attracts runners from across the globe and hundreds of thousands of spectators to Dallas' largest single-day sporting event. The BMW Dallas Marathon racecourse highlights iconic Dallas landmarks and is recognized as the official marathon of the City of Dallas. Since naming a primary beneficiary in 1997, the Dallas Marathon has donated more than \$4 million to Texas Scottish Rite Hospital for Children. For more information, visit bmwdallasmarathon.com.

About Garmin International Inc.

The ever-expanding Garmin fitness segment develops technologies to enhance and promote healthy and active lifestyles. Whether users are runners, cyclists, swimmers, multi-sport athletes, or simply looking to stay active throughout the day, there is a Garmin product that can help them reach their health and fitness goals. 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, twitter.com/garmin, or youtube.com/garmin.

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