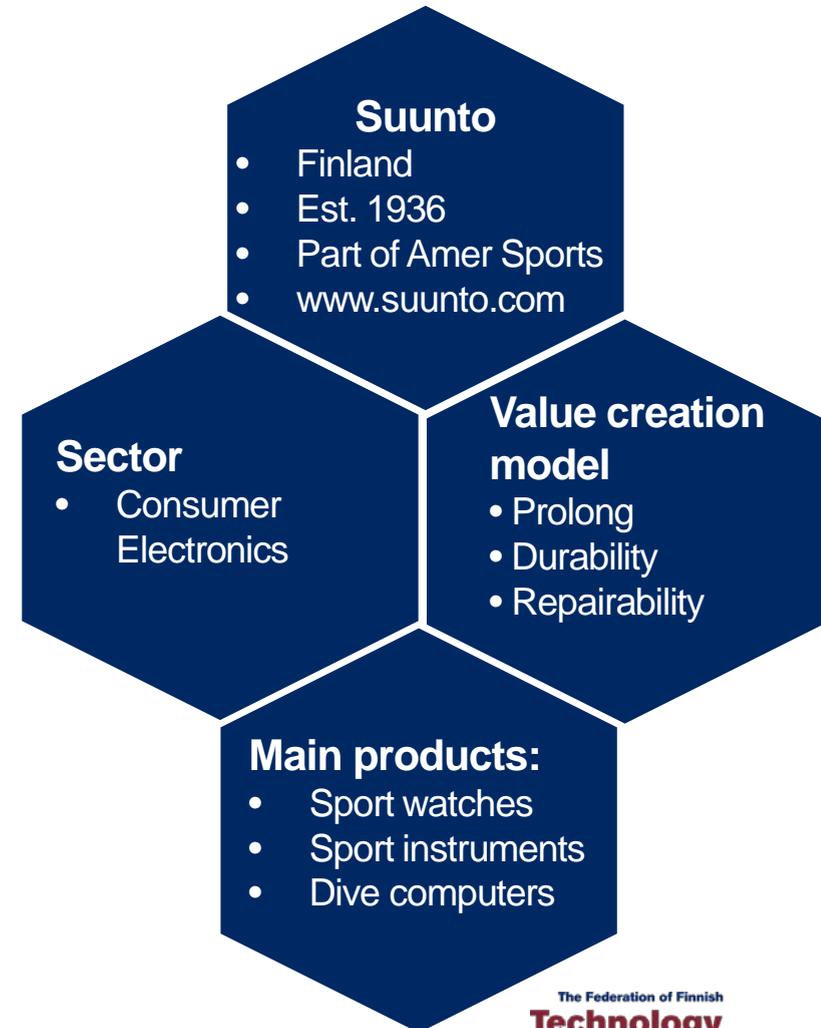




<http://www.suunto.com/en-US/>

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The Company



- Suunto was born in Finland 80 years ago, when championship-level orienteer and keen outdoor enthusiast Tuomas Vohlonen invented the mass production method for **liquid filled compass**.
- Since then, Suunto has been at the forefront of innovation, hand crafting **premium sports watches, instruments and dive computers** that have been tested in the world's harshest conditions.
- The design philosophy of Suunto is **to develop devices that people can and want to use for a long time**.
- **Durability, robustness and repairability** are essential characteristics of Suunto products.



The Challenge / Opportunity: Durability, Robustness and Repairability



- **Durability** is an essential characteristics of Suunto products. One dimension of durability is naturally, what kind of guarantee manufacturers are prepared to give for their products.
- Today, Suunto products come with a **2-year warranty**. After that period, Suunto gives a service promise to support the product for a given time. The length of this period depends on the product.
- Another important element in **prolonging a product's lifecycle** is **repairability**. Suunto's global customer promise is that the repair is completed within approximately seven business days.
- Suunto is aiming at a more **modular design** which makes their products easier to repair.
 - Thanks to a modular design, device can often be repaired simply by **replacing the defective part**, such as a strap.
 - **Batteries** are replaced according to Suunto's maintenance process, taking into consideration the special requirements of the products, e.g. keeping the device waterproof.



The Challenge / Opportunity: Lifespan up to ten years



- An **average lifespan** of a Suunto product varies a lot depending on the product line, ranging up to ten years.
- One reason for a product becoming obsolete is the **fast development of technologies** used in the products.
- One limitation is, for instance, the amount of **memory** in the product. Also, **connectivity** with smartphones and other devices may require support for new radio technologies.
- In the latest Suunto products, the users can **update the software** and **add new functionality** by themselves.
- However, at some point every product, even the legendary ones, reach a point when Suunto no longer can maintain the platform.
- **Building durable and long-lasting devices** is very natural for Suunto due to the history of the company but also because their customers, the runners, the divers, the climbers, and all other outdoor people in the world, are often very conscious about the environment and do not want buy products that become obsolete quickly.

