

THE DASH CAM: THINKWARE Launches Labor Day Sale on Dash Cam Portfolio

Limited-time promotions offer savings on select dash cams ahead of Labor Day weekend.

SAN FRANCISCO, CA, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- THE DASH CAM: [THINKWARE](https://www.thinkware.com), a world-leading dash cam manufacturer, today announced its annual Labor Day Sale, offering savings on select dash cams across its range of models in both the U.S. and Canada.

The sale features different models on promotion between August 31 and September 7 in the U.S. and August 28 and September 7 in Canada. Timed to coincide with one of the busiest travel weekends of the year, the promotions give drivers an opportunity to upgrade their in-vehicle protection before heading out for late-summer vacations, holiday road trips, and everyday travel.

“

Whether it's a long-distance road trip or a weekend getaway, a dash cam can provide valuable video evidence and added peace of mind throughout the journey”

a THINKWARE representative

The Labor Day Sale includes discounts on several of THINKWARE's most popular dash cams, ranging from entry-level models to premium systems featuring high-resolution recording and advanced parking surveillance technology.

U.S. Labor Day Sale Highlights (August 31-September 7)

During the Labor Day promotion, customers who purchase the ARC 700 or ARC 900 will receive a RADAR module at no additional cost, adding extra value to THINKWARE's



advanced parking surveillance solutions.

ARC 700 – Sale: \$299.99 (MSRP: \$329.99): Featuring 4K front and 2K rear recording, the ARC 700 combines high-resolution video capture with advanced parking surveillance capabilities and seamless connectivity.

ARC 900 – Sale: \$399.99 (MSRP: \$419.99): THINKWARE's newest ARC-series model records 4K UHD video from the front camera and 2K QHD video from the rear at up to 60 frames per second. Features include dual Sony STARVIS 2 sensors, Dual HDR processing, Super Night Vision, built-in ADAS functionality, Wi-Fi 6 connectivity, and a 3.5-inch IPS LCD display.

THINKWARE™
DASH CAM

LABOUR DAY SPECIAL

August 28 - September 7

SAVE
UP TO

34%

Trusted Protection for Every Commute

U3000 PRO – Sale: \$549.99 (MSRP: \$579.99): The latest version of THINKWARE's flagship lineup featuring true 4K front and 2K rear recording, Dual HDR processing, intelligent parking surveillance features, and enhanced nighttime image quality.

Q200 – Sale: \$159.99 (MSRP: \$199.99): A dual-channel dash cam featuring 2K QHD front recording and Full HD rear recording, Super Night Vision, built-in GPS and Wi-Fi, and advanced parking surveillance functionality.

Additional models included in the U.S. Labor Day Sale are the ARC 800 (\$299.99) and U3000 (\$499.99).

Canada Labor Day Sale Highlights (August 28-September 7)

Q200 – Sale: CAD \$249.99 (MSRP: CAD \$299.99): A dual-channel dash cam featuring 2K QHD front recording and Full HD rear recording, Super Night Vision, built-in GPS and Wi-Fi, and advanced parking surveillance functionality.

ARC 700 – Sale: CAD \$399.99 (MSRP: CAD \$469.99): A premium dual-channel dash cam offering 4K front and 2K rear recording, Super Night Vision 2.0, advanced parking surveillance capabilities, and seamless smartphone connectivity.

U3000 PRO – Sale: CAD \$699.99 (MSRP: CAD \$749.99): The latest version of THINKWARE's

flagship lineup featuring true 4K front and 2K rear recording, Dual HDR processing, intelligent parking surveillance features, and enhanced nighttime image quality.

Other dash cam models on sale in Canada during the Labor Day promotion include the ARC (CAD \$229.99), F70 PRO (CAD \$99.99), ARC 700 (No Memory) (CAD \$359.99), ARC 900 (CAD \$549.99), and U3000 (CAD \$579.99).

"Labor Day marks one of the busiest travel weekends of the year, with millions of drivers taking to the roads before summer comes to a close," said a THINKWARE representative. "Whether it's a long-distance road trip or a weekend getaway, a dash cam can provide valuable video evidence and added peace of mind throughout the journey."

The THINKWARE Labor Day Sale will be available through official THINKWARE sales channels while supplies last.

For more information, visit the official THINKWARE store at <https://thinkwarestore.com/> or shop THINKWARE products on Amazon.

About THINKWARE

THINKWARE DASH CAM, a global IT company founded in Korea in 1997, has become a leader in smart car technologies through consistent research and development. Its expertise spans dash cams, electronic maps, navigation, mobile applications, and tablet PCs. With world-class image processing technology and a user-friendly interface, THINKWARE DASH CAM entered the U.S. market in 2014. It now exports its dash cam lines to 17 countries, including the U.S., Canada, the UK, and Japan. THINKWARE has impressed the industry at major global events like CES, SEMA, and The Gadget Show Live, winning the CES Innovation Award of the Year and prestigious honors such as the IF, IDEA, and Red Dot Design Awards.

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