



## **Premium technologies including IQ Routes™ and advanced lane guidance available on new TomTom ONE and TomTom XL for the first time**

**Amsterdam, 23 March 2009** – TomTom, the world's leading portable navigation solutions provider, today reveals two new versions of its world's best-selling portable navigation devices. The new TomTom ONE IQ Routes™ and TomTom XL IQ Routes™ bring leading technologies previously only available on TomTom's top-end TomTom GO\* series, to the TomTom ONE and TomTom XL series for the first time. Additionally, the two new models have been revised completely and feature a high-quality black finishing as well as increased European map coverage\*\*. They have a price point starting from €159.

"The new TomTom ONE and TomTom XL devices strengthen our mid-range product offering considerably through the combination of first-class navigation and competitive price points," says Corinne Vigreux, Managing Director of TomTom. "IQ Routes allows drivers to take those routes that only well-informed locals know. It takes away the stress of not knowing where to go and when to arrive, as well as giving you a faster route in up to 35% of all cases. In addition, advanced lane guidance gives drivers a safer and more confident feeling when dealing with complex roads."

### **Driving with TomTom IQ Routes™**

Driving with TomTom IQ Routes ensures all users automatically obtain the most reliable travel and delay times on the screen of their device. Depending on the time of the week or hour of the day drivers set off, the most efficient route will be calculated for that moment. It takes into account any factors that can delay drivers' journeys based on facts derived from years of gathering anonymous historic speed measurements. Finally, TomTom's advanced lane guidance feature makes navigating difficult junctions or crossing multiple lanes safer. It gives drivers timely vocal instructions and clearly indicates what lane or exit to take on the screen of the device, resulting in a much better view of their surroundings.

In addition to the above mentioned features, the new TomTom ONE and TomTom XL devices come with:

- **TomTom's newest user menu** with high quality icons as currently available on the top-end TomTom GO x40 LIVE series
- **matching black EasyPort™ mount** that easily folds to fit in any bag or shirt pocket
- **enhanced Map Coverage** including regional and European models with Tele Atlas maps
- **TomTom RDS-TMC traffic receiver** in the box, to have access to the latest traffic information
- **TomTom Map Share™** technology so users can instantly make map corrections on their device and share those with others
- **TomTom HOME**, the free desktop application to keep users' devices up-to-date at all times. New maps, safety camera locations or software versions can

- be downloaded and users can personalise their device by installing and sharing new, fun content such as voices and car icons
- **TomTom Help Me! menu** and extensive safety features to help in case of a wide range of difficulties, including direct access to emergency and road-side assistance services.

### **Availability & price**

The new TomTom ONE and TomTom XL IQ Routes editions are expected to be first in stores in selected European countries\*\*\* as well as Australia and New Zealand in April 2009, from €159 for the TomTom ONE IQ Routes and from €189 for the TomTom XL IQ Routes. Prices and availability may vary per country and product model.

For more information: [http://www.tomtom.com/page/ONE\\_XL\\_IQRoutes](http://www.tomtom.com/page/ONE_XL_IQRoutes)

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\* IQ Routes and advanced lane guidance are currently only available on the TomTom GO x40 LIVE, TomTom GO x30 and TomTom GO x20 series

\*\* The European models of the TomTom ONE and TomTom XL IQ Routes editions include Tele Atlas maps of 42 countries: Andorra, Austria, Belgium, Denmark, Spain, Finland, France, Germany, Gibraltar, Ireland, Italy, Liechtenstein, Luxemburg, Monaco, the Netherlands, Norway, Portugal, San Marino, Sweden, Switzerland, the UK, the Vatican City, Bulgaria, Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovenia, Slovakia, Hungary, Croatia and access to major road networks in Albania, Bosnia-Herzegovina, Macedonia, Moldavia, Montenegro, Romania, Serbia, Ukraine, Belarus and the Russian Federation

\*\*\* Products will be available in Europe first in Austria, Belgium, France, Germany, Italy and Switzerland

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### **Digital press materials:**

For digital press materials, photos and videos, visit the Press Extranet:

<http://extranet.tomtom.com>. Username: press-tt, password: TomTom

### **About TomTom**

TomTom NV is the world's leading provider of navigation solutions and digital maps. TomTom NV has over 3300 employees working in four business units – TomTom, Tele Atlas, AUTO and WORK.

TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom XL and TomTom ONE ranges and the

TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety.

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The AUTO business unit develops and sells navigation systems and services to car manufacturers and OEMs. WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom NV was founded in 1991 in Amsterdam and has offices in Europe, North America, Middle East, Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to [www.tomtom.com](http://www.tomtom.com).