



## **New TomTom trade-in offer: helping drivers across Europe to beat traffic**

~ Drivers across Europe can trade-in their old satnav, save money on the latest TomTom device and kick-start the HD Traffic revolution ~

**Amsterdam, 24 May 2011** – TomTom today announces a trade-in offer across Europe as part of its international Break Free campaign. Drivers can trade in their old satnav from any brand, for a connected TomTom LIVE device featuring HD Traffic, and receive up to €50 back.

In Italy, drivers can trade in their old satnav device to receive a Telepass Premium voucher worth up to €100.

*"Through our Europe-wide trade-in offer, we want to help more and more people discover the benefits of connected navigation with TomTom HD Traffic," says Corinne Vigreux, Managing Director, Consumer at TomTom. "In our Traffic Manifesto, TomTom committed to reducing traffic congestion for all. Specifically, we said we would incentivise people to upgrade to TomTom HD Traffic and trade-in, non-connected devices. This trade-in promotion makes TomTom HD Traffic available and accessible to more people around the world."*

Through the promotion, drivers can trade in any satnav – of any brand and any age – for a TomTom device with TomTom's market-leading HD Traffic service. With TomTom HD Traffic, drivers know their exact ETA and are always offered the fastest route available to avoid the jams. TomTom HD Traffic delivers accurate traffic information every two minutes – up to seven times more frequently than any other provider.

Drivers will also benefit from additional LIVE Services, including fixed and mobile Speed Cameras and easy, intuitive Local Search, guiding drivers to a wealth of Points of Interest like restaurants, hotels and shops.

Drivers can take advantage of the trade-in by registering their purchase online and posting their old device to TomTom. Once that's been received and checked, they'll receive their money within 30 days.

For more information about the trade-in and the Break Free promotion, visit [www.tomtom.com/breakfreepromo](http://www.tomtom.com/breakfreepromo).

## **Notes for editors**

### **About the trade in**

- The trade-in offer is available in the the UK, Ireland, Germany, France, the Netherlands, Belgium, Spain, Portugal, Sweden, Finland, Austria and Switzerland.
- The trade-in is available exclusively to customers who purchase a TomTom GO LIVE 1000, GO LIVE 1005, GO LIVE 820, GO LIVE 825, VIA LIVE 120 or VIA LIVE 125 between 24th May 2011 & 31<sup>st</sup> July 2011 in retail stores, on retailer websites or on [www.tomtom.com](http://www.tomtom.com). Specific products vary per country.
- Offer subject to availability. Terms and conditions apply. See [www.tomtom.com/breakfreepromo](http://www.tomtom.com/breakfreepromo) for full details.

### **How to claim your money back**

- Log on to [www.tomtom.com/breakfreepromo](http://www.tomtom.com/breakfreepromo) in order to register
- Send in the old device
- Trade in is by redemption. Once the old device has been received and checked, the appropriate amount will be transferred to the customer's bank account within 30 days. For a GO LIVE 1000 or 1005, they get €50 back. For a GO LIVE 820 & 825, VIA LIVE 120 & 125, they get €30 back. In Italy, customers will receive a Telepass Premium voucher worth up to €100.

– ENDS –

### **About TomTom**

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of location and navigation products and services focused on providing all drivers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has over 3,500 employees and sells its products in more than 40 countries.

Our products include portable navigation devices, in-dash infotainment systems, fleet management solutions, maps and real-time services, including the award winning TomTom HD Traffic.

For the world's most up-to-date route planner, including live traffic information please visit [www.routes.tomtom.com](http://www.routes.tomtom.com)

For further information, please visit [www.tomtom.com](http://www.tomtom.com)

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