



All New TomTom GO Puts Drivers Back On The Map

~ New map-centric interface puts drivers back in control ~

Amsterdam, 17 April 2013 – TomTom sets a new standard in navigation with the launch of the all new TomTom GO. TomTom has completely re-designed the Portable Navigation Device (PND) to put drivers back in control of their drive. A brand new Interactive Map, Lifetime TomTom Traffic and 3D Maps give drivers the ability to know precisely what is going on around them, as well as what lies up ahead.

“Where navigation used to be about getting people to unfamiliar destinations, we are now empowering drivers with easy access to the information they need to make the smartest driving decisions, every day.” says Corinne Vigreux, Managing Director of TomTom Consumer. “We have completely redesigned the PND to become an essential daily driving tool. By providing easy access to our world class TomTom Traffic and enabling drivers to see more than just the road ahead, drivers will feel on top of their journey like never before.”

Interactive Map

Drivers can easily access the travel information they need via a high-resolution, capacitive touchscreen. A brand new Interactive Map responds and scales to touch. Drivers can simply zoom in and out to find and explore places on the map with their fingertips and tap on the map to get an instant route to a destination.

Lifetime TomTom Traffic

The new TomTom GO series comes with Lifetime TomTom Traffic. TomTom’s world-class traffic information pinpoints exactly where delays start and end, helping drivers to get to their destinations faster. Drivers can choose to connect to TomTom Traffic in one of two ways, either via Smartphone Connected or Always Connected.

Smartphone Connected devices are ready to receive TomTom Traffic by connecting to a smartphone* via Bluetooth®. Smartphone Connected uses an existing smartphone data plan to access TomTom Traffic, as well as other services like TomTom Speed Cameras.

Always Connected devices** offer the simplest way to receive TomTom Traffic straight out of the box. With connectivity built-in and with no additional costs for roaming, drivers can

easily access TomTom Traffic and other services, including TomTom Speed Cameras, whenever needed.

3D Maps

Buildings and landmarks are brought to life in stunning 3D, so that drivers always know exactly where they are.

The new TomTom GO range has a simplified product line-up. Customers can select their preferred screen size, choosing from a 4.3", 5" or 6" model; then decide how they prefer to receive their TomTom Traffic information, either via Smartphone Connected or Always Connected.

Additional Features:

Route Bar: Essential traffic and travel information at a glance. The Route Bar shows precise traffic and speed camera information on the road ahead.

Quick Search: Drivers can find their destination faster with intuitive search results. Quick Search starts finding destinations as soon as the driver starts typing.

My Places: Drivers can see their favourite locations on the map and personalise their map with My Places. This makes it easier to find and navigate to favourite locations again and again.

Lifetime Maps: Always drive with the latest map. For the life of the product, drivers can download four or more full updates of the map onto the device, every year. Drivers receive all updates to the road network, addresses and Points of Interest.

Speed Cameras (three month trial): Drivers can drive in a more relaxed way, receiving alerts for speed cameras ahead. These timely warnings increase drivers' awareness of local speed limits and help to save money on speeding fines. As part of TomTom's global driving community, drivers will benefit from an advanced and highly accurate warning service.

*The smartphone needs to be compatible and come with a data plan. Extra costs may apply.

**Subject to availability of telecom network connectivity.

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Notes to editors

Download product imagery and media materials at www.tomtom.com/launch

Find more detailed product information at www.tomtom.com/go

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About TomTom

Founded in 1991, TomTom (TOM2) is a leading provider of navigation and location-based products and services. TomTom maps, traffic information and navigation technology power automotive in-dash systems, mobile devices, web based applications and government and business solutions.

TomTom also designs and manufactures its own location-based products including portable navigation devices and fleet management solutions, as well as GPS-enabled sports watches.

Headquartered in Amsterdam, TomTom has 3,500 employees worldwide and sells its products in over 35 countries.

For further information, please visit www.tomtom.com