



Master the Course with the TomTom Golfer

Amsterdam, 26 September, 2014 TomTom today launches the all new TomTom Golfer, a GPS sports watch designed to make it easy for golfers to improve their game. Unique course graphics clearly show accurate distances to hazards and layups, and the best approach to the green.

The TomTom Golfer uses graphics to clearly show key golf course data from more than 34,000 golf courses across the globe on its extra-large screen. Course updates are delivered wirelessly via a unique smartphone app, so golfers can trust they are playing with the most up-to-date course information.

"Understanding the challenges ahead will help golfers to improve their score" says Corinne Vigreux, managing director, TomTom Consumer. "The TomTom Golfer provides at-a-glance graphics to critical course data helping golfers to make smarter decisions and improve how they play."

The TomTom Golfer is designed for golfers, with a lightweight and slim appearance. It uses GPS technology to automatically recognise nearby courses and find the next hole. A golfer can also keep track of the score, distance and time of a round.

The TomTom Golfer is available to pre-order from www.tomtom.com/sports for 249 euros.

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Notes to editors

Additional features of TomTom Golfer include:

- Greenview – View unique green and hazard graphics before your shot.
- Hazards - See distances to individual hazards along the fairway.
- Green Distances - Precise yardages to front, centre and back of green.

- Round Tracking - Keep track of the score, distance, and time for your round.
- Lay-up- See remaining distances to lay-up points.
- Weather and water resistant - Play in any weather.

About TomTom

TomTom (TOM2) empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Best known for being a global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry leading location based products.

Our business consists of four customer facing business units: Consumer, Automotive, Licensing and Telematics.

Founded in 1991 and headquartered in Amsterdam, we have 4,000 employees worldwide and sell our products in over 37 countries.

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