



TomTom unveils GO 2505 M LIVE

New Connected Device is First in the US to Offer TomTom's Revolutionary HD Traffic™

Las Vegas, 2011 International Consumer Electronics Show, January 5, 2010 – TomTom, the world's leading provider of location and navigation solutions, today announced the launch of the next generation of the TomTom GO LIVE. The connected GO 2505 M LIVE comes fully-loaded with powerful LIVE services, including the award-winning TomTom HD Traffic™*. Now, for the first time in the US, drivers will have access to TomTom HD Traffic, the most accurate, comprehensive and frequent traffic information available.

The new GO 2505 M LIVE delivers a world-class navigation experience with instant and continuous routing, an enhanced software platform, and the sleek, new look of the latest generation of GO products. The enhanced LIVE service offering, which will be delivered via AT&T's wireless network, will be available with a trial subscription out-of-the-box, and includes Local Search powered by Google, Fuel Prices, and Weather Forecasts.

"As the world's leading provider of navigation solutions, we are excited to introduce the next generation of live connected devices to our product line-up," says Tim Roper, president of TomTom, Inc. "The addition of TomTom HD traffic to our LIVE services offering represents a revolution in real-time traffic information that will further empower our consumers with superior driving intelligence."

The new GO LIVE also offers enhanced navigation features including Intuitive Voice Recognition and Bluetooth® Hands-Free Calling. With access to various voice commands, drivers can say "take me to the nearest restaurant" or ask to "drive to an address."

Other popular features include a sleek, new look, capacitive touch screen technology and an improved click-and-lock magnetic mount.

Features Overview

- TomTom LIVE Services bundle, including TomTom HD Traffic, Local Search, Fuel Prices, and Weather Forecasts bundled
- Instant and continuous routing
- Crisp, sharp graphics and intuitive user menus
- Pinch-to-zoom and swipe from screen-to-screen using gestures
- Bluetooth Hands-Free Calling** to maximize safety
- Intuitive Voice Recognition § A click-and-lock mount to keep the device securely mounted while driving
- Expanded driving view on 5" glass touch screen
- Lifetime Map Updates***
- Announces Street Names
- Advanced Lane Guidance

Availability and Pricing

The TomTom GO 2505 M LIVE will be available at retail stores and from online retailers in mid-2011 for \$349 MSRP. A trial subscription of LIVE services will be available for free with each purchase.

*End users will receive non-transferable traffic data through the length of their subscription, or until TomTom no longer receives traffic updates from its suppliers, whichever occurs first. Details and terms at www.tomtom.com/legal.

**Compatible mobile phone required

** *End users may receive up to four non-transferable map data updates per year until the product's useful life expires or TomTom no longer receives map updates from its suppliers, whichever is shorter. Lifetime Maps available for US, CAN and MEX only. Details and terms at www.tomtom.com/legal.