

## TomTom navigation enters high performance segment with Abarth partnership

**Paris Motor Show, 27 September 2012** – [TomTom](#) today announces a partnership with [Abarth](#), delivering integrated navigation to the sports car brand of the Fiat Group. Through this partnership, drivers of the Abarth 500 and Abarth Punto can enjoy connected navigation through a Blue&Me TomTom LIVE device, which offers a stress-free navigation experience with access to TomTom's real-time traffic product, HD Traffic, saving them both time and money. The Blue&Me TomTom LIVE device also features a special cradle mount that integrates into the car's dashboard system, allowing the driver to control their phone, navigation and car information with one touch.

*"With a connected navigation offering from TomTom, Abarth drivers will not only have a car that is designed to thrill, but also a navigation system that will safely lead them to their destination along the fastest route,"* said Charles Cautley, Managing Director of TomTom Automotive. *"We are excited to be part of the high end customer experience that Abarth customers expect."*

Key features of Blue&Me Navigation System for the Abarth 500 and Punto include:

- A one year, free LIVE Services<sup>(1)</sup> subscription, including:
  - HD Traffic - helping drivers arrive on time, every time
  - Mobile Speed Cameras - providing real-time mobile Speed camera locations, as well as alerts of fixed safety cameras and average speed checks for the road ahead
  - Search & Go - providing the ability to search for the best shops, restaurants or other places in the area using TomTom Places
  - 5 day weather forecast for locations across Europe
- Latest Map Guarantee
- Dedicated buttons on steering wheel enable safe control of device
- Large 11 cm, high quality touch screen provides clear visibility
- Advanced lane guidance
- Customised branding with the laser-etched scorpion logo on the device and a luxury leather carry case

<sup>(1)</sup> Available in selected countries.