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## **TomTom Navigation app for Ford SYNC announced**

**~ New partnership between TomTom and Ford to support Ford SYNC AppLink technology ~**

**Frankfurt, IAA, 10 September 2013** – TomTom today announced that it will deliver the navigation app for the Ford SYNC in-dash multimedia system.

The TomTom Navigation app for Ford SYNC offers drivers a convenient and safe way to access TomTom turn-by-turn navigation solution. The app gives access to world-class Maps, navigation technology and traffic information and can be controlled using voice commands through Ford SYNC with AppLink.

This is the first product of TomTom's partnership with Ford Motor Company.

More information about the TomTom Navigation app for Ford SYNC will be made available prior to its launch in 2014.

A demonstration of how TomTom apps can be enhanced by the Ford SYNC system will be shown by Ford at the Frankfurt IAA 2013 motor show today.