



## TomTom introduces VIA series in North America

### *New Series Offers Slim Design, Enhanced Software and Features to Enhance Driver Safety*

Las Vegas, 2011 International Consumer Electronics Show, January 5, 2010 – TomTom, the world's leading provider of location and navigation solutions, today announced the introduction of the VIA Series into the United States and Canada. The new TomTom VIA devices will offer consumers a powerful navigation experience with a sleek new design, an enhanced software platform, and premium safety features such as Intuitive Voice Recognition and Bluetooth® Hands-Free Calling.

"At TomTom, we are continuously working to make innovative navigation solutions accessible for our consumers," said Tom Murray, senior vice president of market development, TomTom. "The VIA Series introduces many of our premium features, such as Intuitive Voice Recognition and Bluetooth® Hands-Free Calling, at mid-range prices."

The new VIA Series features a range of models, including the 4.3" VIA 1405 and 1435, as well as the 5" VIA 1505 and 1535. Consumers will also have the option to purchase these models with Lifetime Maps and/or Lifetime Traffic.

### **New Look**

Consumers will travel in style with TomTom VIA's super-slim design and its new, integrated and innovative fold-and-go EasyPort® mount. This convenient mounting system allows for easy positioning of the device either on the windshield or the dash and the device orients the display with a useful flip-screen feature.

The devices will be offered in two finishes – the VIA 1435 and 1535 features a contemporary brushed-aluminum finish, while the VIA 1405 and 1505 range offers a classic, black finish.

### **Smart User Interface**

The VIA products will include the newest version of TomTom's acclaimed, new navigation software to offer drivers a world-class navigation experience. Drivers will be able to plan routes easily and quickly with faster route-planning and a bright touch-screen.

### **Premium Safety Features**

The VIA 1435 and 1535 range offers drivers a suite of premium safety features, including Intuitive Voice Control and Bluetooth Hands-Free calling, that allow drivers to keep their eyes on the road and hands on the wheel. Also, available across the full VIA Series, TomTom's Help me! menu that helps drivers travel with peace of mind knowing that they can always find help along the way if it is needed.

### **Features Overview**

- Intuitive Voice Recognition (optional)
- Bluetooth Hands-Free Calling\* (optional)
- Integrated Mount with flip-screen
- Crisp, sharp graphics and intuitive user menus
- Expanded driving view on 4.3" or 5" touch screens
- Lifetime Traffic & Map Updates\*\* (optional)
- Spoken Street Names
- Advanced Lane Guidance

### **Availability and Pricing**

The TomTom VIA Series will be available at retail stores and from online retailers in mid-2011. Prices begin at \$169 MSRP.

\* Compatible mobile phone required

\*\* You receive non-transferable traffic data and up to four non-transferable map data updates per year until the product's useful life expires or TomTom no longer receives map or traffic updates from its suppliers, whichever is shorter. Lifetime Maps available for US, CAN and MEX only. Lifetime Traffic available in US and CAN. Details and terms at [www.tomtom.com/legal](http://www.tomtom.com/legal).