



Innovative "Blue&Me TomTom" Debuts in the US in New Fiat 500

Amsterdam, The Netherlands and Southfield, MI – 1 June 2011 – TomTom today announced it is bringing its navigation technology to the new Fiat 500 in North America. The expansion of Blue&Me TomTom into the US market follows successful Fiat vehicles launches with TomTom across Europe and is the first time the system is available for customers in North America.

Drivers will benefit from the system's flexibility, easy updates available through the online portal MyTomTom and a range of software personalisation features, such as start-up screens and car symbols. The Blue&Me TomTom system developed for the 2012 Fiat 500 is powered by TomTom's navigation technology and designed to deliver valuable driving information such as superior routing intelligence. The system is fully-portable and can be easily used by drivers in another vehicles if needed.

"TomTom remains committed to creating navigation solutions that meet the stringent requirements of automobile manufacturers," said Giles Shrimpton, Managing Director, TomTom Automotive. "With the launch of Blue&Me TomTom for the Fiat 500, we are creating an exciting infotainment product that 'connects' to the vehicle's infrastructure and bridges the gap between automotive electronics and retail electronics to bring navigation technology to the vehicle system with quicker time to market."

Blue&Me TomTom is integrated with systems in the car so that the TomTom screen displays the car's trip computer and all functions can be accessed using either the steering wheel controls or the touch screen. Additional display functions include media player, phone management and Eco-drive, which tells drivers when they are driving in a fuel efficient manner and suggests when to change gear for greater efficiency. With TomTom IQ Routes™, the device will evaluate all route options based on actual historical traffic speeds rather than posted speed limits, and will recommend the fastest route for the time of day. Also, drivers can register their TomTom device via myTomTom to access additional content such as map updates and services. Availability Blue&Me TomTom is available at local Fiat Studios in the US.

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Notes for Editors:

Features designed to work when the device is installed in the vehicle include:

- Low fuel warning;
- Synchronisation with the vehicle, to obtain and display information such as the time, mileage and gas units, and language settings;
- Ability to control the device via the steering wheel;
- Dead reckoning for continued navigation information even during suspended GPS signal availability;
- Display technology for a media player, vehicle trip display, Eco-drive and Blue&Me hands-free* capability.

Additional navigation features of the Blue&Me TomTom include:

- Instant and continuous routing
- Help me! Menu
- Enhanced voice-control and command
- Crisp, sharp graphics and intuitive user menus
- Pinch-to-zoom and swipe from screen-to-screen using gestures
- Expanded driving view on a 4.3" glass touch screen
- Announces Street Names
- Advanced Lane Guidance
- Quick GPSfix™

* Compatible mobile phone required