



January 3, 2014

## All new TomTom GO range redefines navigation

### New world-class traffic service delivers daily relevance for commuters

**Burlington, Mass., January 3, 2014** – TomTom today has set a new standard of navigation with the launch of its all new TomTom GO range in the United States and Canada. The completely re-designed Portable Navigation Device (PND) reinvents how drivers use navigation with its new map and traffic-centric interface.

The new TomTom GO series comes with TomTom Traffic. TomTom's world-class traffic information pinpoints exactly where delays start and end, helping drivers to get to their destinations faster on a daily basis. Drivers can connect to TomTom Traffic via their Smartphone by simply downloading the free *TomTom MyDrive mobile app*. Consumers can access TomTom Traffic through their existing smartphone data plan\*.

"With this completely redesigned PND, we are empowering drivers with an essential daily driving tool that provides access to accurate, real-time traffic information to aid their every day commute," says Jocelyn Vigreux, Managing Director of TomTom Inc. "Drivers in the U.S. lose an average of 8 working days per year due to traffic congestion.\*\* People typically know their commute route very well. What they don't always know about is the extent of the traffic they'll encounter and how to best avoid it. TomTom Traffic provides game-changing insight into that unknown variable, and adds valuable time back to drivers each time they commute."

### Features available within the NEW TomTom GO range include:

#### Lifetime TomTom Traffic

TomTom Traffic covers 99.9% of all roads and uses crowd-sourced data from more than 150 million drivers in North America to deliver accurate traffic information, with precision as close as 30 feet, every two minutes. This enables drivers to benefit from TomTom's superior Traffic information to get to their destination fastest.

#### Interactive Map

Drivers can easily access the travel information they need via a high-resolution touch screen. A brand new interactive map responds and scales to touch, which allows drivers to both pinch-and-zoom to find and explore places on the map with their fingertips and tap on the map to get an instant route to a destination.

#### 3D Maps

Buildings and landmarks are brought to life in high quality 3D, so that drivers can see clearly and confirm exactly where they are.

The new TomTom GO range will be showcased in their distributor, Wynit's booth number 31412 in South Hall at CES in Las Vegas.

More details, pricing and availability will be announced closer to the launch date late Q1 2014.

### Notes to editors

#### Additional Features of the new TomTom GO:

**TomTom Traffic:** TomTom drivers will be the first to know the fastest route available. The new TomTom GO device is ready to receive TomTom Traffic by connecting to the driver's iPhone or Android smartphone\* using the free TomTom MyDrive mobile

app. It also comes with these innovative features:

- **Jam Ahead Warning:** The risk of accidents from sudden braking when drivers approach the back of a slow-moving traffic jam is well recognized. TomTom uses its unrivalled ability to pinpoint the back of the traffic jam and the speed of the traffic to provide an extra alert.
- **Road Closure Detection:** The automatic detection of road closures is now extended and includes major secondary roads as well as highways. This improves the accuracy of routing and helps road users save time and fuel from unexpected diversions.
- **Road Works Detection:** accurately detects road work on highways, enabling drivers to adapt their journeys to avoid delays or adjust their trip times.

**Lifetime Maps:** Always drive with the latest map<sup>\*\*\*</sup>. For the life of the product, drivers can download four or more full updates of the map onto the device, every year. Drivers receive all updates to the road network, addresses and Points of Interest.

**Speak & GO:** Drivers can control the device with the sound of their voice.

**Route Bar:** Essential traffic and travel information at a glance. The Route Bar shows precise traffic on the road ahead.

**Quick Search:** Drivers can find their destination faster with intuitive search results. Quick Search starts finding destinations as soon as the driver starts typing.

**My Places:** Drivers can see their favorite locations on the map and personalize their map with My Places. This makes it easier to find and navigate to favorite locations again and again.

\* The Driver's smartphone must be compatible and must include a data plan. Extra costs may apply if the data plan is exceeded.

\*\* TomTom Traffic Index, November 6, 2013: <http://www.tomtom.com/news/category.php?ID=4&NID=1498&Year=2013&Language=4>

\*\*\* Up to four non-transferable map data updates per year for this product until the product's useful life expires.