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## **Choose your own adventure with the all-new TomTom RIDER**

**~ Choose an adventure, discover new routes and share the excitement with friends ~**

**Amsterdam, 15 January 2015** – TomTom (TOM2) today launches the all-new TomTom RIDER, designed to make every motorcycle ride more exciting. For the first time, bikers can choose the level of twists and turns they want to ride to create their own adrenaline-filled adventure.

The all-new TomTom RIDER helps bikers discover and explore new routes. Simply select an area to ride on the map and TomTom RIDER will suggest the most exciting round-trip. Bikers can build excitement before setting out by creating and sharing touring adventures with friends and uploading direct to their TomTom RIDER.

“We believe that every ride is a chance for adventure,” said Corinne Vigreux, co-founder and managing director, TomTom Consumer. “So we have designed TomTom RIDER to give bikers more ways to create and discover exciting routes. From the freedom of cruising the open road, to the thrill of leaning into the tightest curve on the highest peak, with RIDER, bikers can create and ride their own perfect adventure.”

The stylish, yet rugged TomTom RIDER has been completely redesigned for life on the road.

An innovative rotating mount allows bikers to switch to portrait view to see more of the bends ahead. It has a glove-friendly, interactive screen to make it easy to find and explore new places. Bluetooth® enabled audio instructions delivered to the headset or helmet, give bikers more freedom to just enjoy the ride.

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