



Get Dad 'GO'ing This Father's Day

London, 3 June 2005 Is Dad always late because of the traffic? Does he steadfastly refuse to ask for directions when he's clearly lost? If so, why not ditch the traditional socks and aftershave this Father's Day and get him the ultimate driving companion – the TomTom GO.

TomTom GO is TomTom's all-in-one car navigation device. It's not only cool looking, but will help your Dad get to where he wants to go without having to be embarrassed at asking directions. And more importantly it will make him the envy of all his friends as he gets everywhere first. It's easy to use, portable and will draw to an end all the family rows caused by Dad coming home late.

With its clear voice instructions and 3D maps of his journey there is no excuse for Dad to get lost. But if he does take the wrong turn TomTom GO will get him safely back on track in no time, giving him time for the more important things in life, such as playing golf. And with no complicated software installation or downloading of maps, he can simply plug and GO.

With TomTom GO now being available with remote control*, Dad can now "road surf" in his car instead of "channel surf" on the sofa. The TomTom PLUS customisable Points of Interest will help him find his favourite football stadiums, bars or even a restaurant for a family dinner.

Is Dad always on the road? With the Bluetooth hands-free car kit Dad can keep his hands on the wheel while calling his family for a catch up. Or if he's on his way home why not call him to get him to pick up some groceries on the way home? With the thousands of Points of Interest he can quickly divert to the nearest shop and be back on the road in no time. Perhaps he'll even be back early enough to cook dinner.

So whether your Dad needs to visit his mates, go to a business meeting or see his favorite team play away, this device is designed to make his life easier. Giving him the chance to spend more time on the activities he enjoys.

For more information visit the TomTom website at www.tomtom.com.

* Remote control function comes as standard with the TomTom GO 700 and is a optional extra to buy with TomTom GO 500

About TomTom

TomTom is a leading provider of personal navigation products and services to the consumer market. TomTom's products are developed with an emphasis on innovation, quality, ease of use and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box, as well as navigation software products which integrate with third party devices such as PDAs and smartphones. TomTom's portfolio of products and services includes the award-winning TomTom GO family of integrated navigation devices, the TomTom Navigator software for PDAs, TomTom MOBILE navigation software for smartphones and TomTom Plus, a location-based content and services offering for TomTom's navigation products. TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, the United States and Taiwan. TomTom's products are sold through a network of leading retailers in 17 countries and online.