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## **New Alfa Romeo Giulia launches with TomTom Navigation and Maps**

**IAA, Frankfurt-15 September, 2015** – [TomTom](#) (TOM2) has been chosen as navigation partner for the new Alfa Romeo. The all-new Alfa Romeo Giulia, the perfect blend of the new Alfa Romeo paradigm and maximum expression of the 'meccanica delle emozioni', will offer TomTom navigation, software and maps globally. TomTom navigation is seamlessly integrated in the "Italian style" quality of the dashboard, through the two Connect NAV systems with 6,5" and 8,4" screens, developed together with Magneti Marelli.

The Alfisti drivers will benefit from TomTom's state-of-the-art NavKit Engine, including future software releases. In synergy with TomTom 2,5D and 3D Maps, delivered by TomTom's intelligent map-making process, Alfisti will enjoy TomTom's superior turn-by-turn navigation, featuring advanced lane guidance to navigate even the most complex junctions. Drivers will also have the advantage of TomTom Routes, providing the fastest route based on actual speed data, for mapped roads, during any time of the day and day of the week.

"The launch of the Giulia is a major milestone in the history of the Alfa Romeo brand, and we are proud to be part of that." said Antoine Saucier, Managing Director of Automotive at TomTom.

The system will be launched on the European market on the "Quadrifoglio Verde" version in 2015, and in 2016 on the other versions as well as the US market. Other markets will follow.