



TomTom Announces its New Portable Navigation System "Blue&Me TomTom LIVE" for the New Lancia Ypsilon

Amsterdam - 14 February 2011: TomTom, the world's leading provider of location and navigation solutions, today announces the launch of the Blue&Me TomTom LIVE system, including the award-winning HD Traffic™, for the new Lancia Ypsilon.

The new system will be launched at the Geneva Motorshow on March 1. It will provide the customers of the new Ypsilon with an easily updateable navigation experience, together with the most accurate traffic information and specific product attributes such as a new fluid touch user interface and a new mounting system developed by TomTom and Fiat Group Automobiles. The Blue&Me TomTom LIVE offers the benefits of an integrated and connected infotainment system with the advantages of a portable navigation device opening up the world of connectivity to new Lancia Ypsilon customers. The Blue&Me TomTom LIVE will be available for the new Lancia Ypsilon from the second quarter of 2011.

"We are very pleased to be able to further build on an already fruitful relationship with Fiat Group Automobiles and Lancia, one of their most prestigious brands. The Blue&Me TomTom was successfully launched on the Fiat Punto Evo in August 2009 and since then has enjoyed good adoption rates with more than 50,000 units sold in Europe. We expect this new product, with its compelling services package to be at least as successful as the previous one", says Giles Shrimpton, Managing Director, TomTom Automotive.

Key features

The key features of the Blue&Me TomTom LIVE include:

- LIVE Services including HD Traffic™ which combines accurate traffic information with dynamic route guidance technology. It covers more road kilometres on both secondary and main roads, reports traffic jams with higher accuracy and is also refreshed more frequently than any other service, with updates every two minutes. Additionally, with Live Services, drivers can stay ahead with up-to-date speed camera information on both fixed and mobile cameras en route, as well as live weather updates and local search which is sent directly to your Blue&Me TomTom LIVE.
- New Lancia Ypsilon customers will benefit from a 1 year free LIVE Services subscription.
- Enhanced driver safety with steering wheel controls and voice command.
- Eco-friendly benefits such as Lancia's EcoTrend Info for real time information on driving style and useful suggestions for reducing environmental impact and optimising consumption by changing gear and using the accelerator to suit the nature of the route.
- Blue&Me browsing functions where the device becomes your high-quality touch screen display for Blue&Me functions such as the media player for any MP3 or iPod™ device plugged into the car's USB port, trip computer, hands-free calling and low fuel warnings.
- New dedicated mechanical integration by a cradle specifically designed with Magneti Marelli, compliant to all automotive requirements and fit for different car models.