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**13 June 2005, Italy** TomTom, a leading personal and in-car navigation solution provider, today announced a new partnership with Lancia to bring its brand new all-in-one, award-winning navigation solution the TomTom GO 700 to the stylish Ypsilon car model, as part of Lancia's United Against Ugliness campaign.

For two months, starting on 1 June, 2005 the TomTom GO 700 will be provided free with all new Lancia Ypsilon's sold in Italy. This deal marks the European introduction of the TomTom GO 700 which was announced at CeBIT 2005.

The offer forms part of Lancia's 'United Against Ugliness' campaign which embraces people from different cultures to engage in a battle against ugliness. The tongue in cheek movement appeals for beauty, desirability and good taste and places the Lancia Ypsilon as a symbol vehicle of the campaign. With the TomTom GO 700, the campaign now enters a new horizon: helping people to achieve the beauty of finding their way the easy way.



The TomTom GO 700 is the latest full feature, top of the range, stylish, all-in-one navigation device from TomTom and will be offered free with every new purchase of the Lancia Ypsilon.

Drivers of the Lancia Ypsilon will be able to take advantage of TomTom GO 700's functionality, ensuring they have an easy-to-use, well designed and portable in-car navigation solution. The TomTom GO 700 comes complete with strong features, such as a high capacity internal hard disk that comes pre-installed with one seamless, full, street level map for Western and Eastern Europe.

As a result, driving door-to-door across Europe will be completely effortless for the style savvy Ypsilon driver. The TomTom GO 700 also comes with a remote control and the most up to date maps available on the market.

Additionally the TomTom GO 700's built in Bluetooth functionality enables it to be used as a hands-free kit for Bluetooth-enabled mobile phones. By connecting to the driver's phone via Bluetooth wireless technology, Ypsilon drivers can safely and comfortably take and make calls while navigating from A to B.

"With TomTom GO 700, Lancia Ypsilon drivers will have a high quality and innovative navigation solution that is also personal and easy to use," said Harold Goddijn, chief executive officer of TomTom. "The Lancia Ypsilon is ideal for drivers who want a high-quality car that is stylish and also has top performance - making it a perfect partner for the TomTom GO."

Antonio Baravalle, responsible of Brand and Commercial Lancia, said, "TomTom is a young and innovative brand that creates products where technology meets fashion. We continuously search for innovative solutions combined with the capacity to create beautiful things. TomTom GO 700 is a desirable, exciting and high-quality navigation device and it is the top product of the TomTom range which is a perfect fit for our brand."

Lancia drivers will also have access to TomTom PLUS – TomTom's personalised navigation services including real time information on traffic congestions, weather conditions and extra downloads, such as even more detailed city maps, additional voices, points of interest and much more, which means driving across Europe is now easier than ever. Add to these further customisable points of interest, and Ypsilon drivers will have an impeccable navigation experience.

