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TomTom and Nike launch a new range of the Nike+ Sportwatch

Amsterdam, 7 June 2012 – TomTom and Nike today unveil a new range of the Nike+ Sportwatch, coinciding with the launch of a brand new Nike+ website www.nikeplus.com. The range includes several editions and colour combinations, and introduces a starter product for those new to running.

Whether they own an original or new edition, all Nike+ Sportwatch users can now access Nike's intelligent measure of athletic ability, NikeFuel. This converts a runner's mileage into universal units that measure movements in a wide variety of different sports. As a result, it's easy for people to compare their performance against that of athletes in other sports, and share their achievements with friends.

"Our extended range of products will be very useful to those adding running into their exercise regime. And the new NikeFuel measurement brings added motivation, allowing people to share and compare their performance with friends in other sports", says Corinne Vigreux, Managing Director, from TomTom.

The new Nike+ Sportwatch colours have been chosen to match Nike's apparel and shoe ranges. They include classic black/anthracite, stylish anthracite/blue glow and high impact volt green. The anthracite/blue glow edition is available as a starter product, priced at just €149.

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Notes for editors

Please see <http://www.youtube.com/watch?v=jyRvhM01HG8> for a video on Nike+ SportWatch GPS, <http://www.youtube.com/watch?v=BSWeAUA4uVk> for a video on Nike+, and <http://www.youtube.com/watch?v=-eAjsFl22HM> for a video on Nike Fuel.

The entry-level Nike+ Sportwatch is available in anthracite/blue glow. It is only suitable for outdoor use, except when paired with a Shoe Sensor which should be purchased separately. All of the other editions come with a Shoe Sensor, so can be used both indoors and outdoors straight out the box.

Pricing and availability

New editions of the Nike+ Sportwatch are now available at selected retail stores and online at [\[tomtom.com\]](http://tomtom.com) and [\[nike.com\]](http://nike.com).

- Black/Anthracite edition €169
- Volt edition €169
- Anthracite/Volt edition €169
- Anthracite/Blue Glow edition €149