



## TomTom and Kawasaki in industry first partnership

**Amsterdam, 27 October 2005** TomTom, a leading personal and in-car navigation solutions provider, today announced an industry first partnership with Kawasaki Motors Europe, providing TomTom RIDER throughout the European Kawasaki dealer base as a licensed accessory.

TomTom RIDER is the first ever portable all-in-one navigation solution designed specifically for riders of motorcycles and scooters. It is the perfect partner for any bike enthusiast wanting to experience the thrill of finding your way on the best European routes. With its sleek styling and tough water resistant casing, TomTom RIDER fixes easily onto any motorcycle or scooter.

The agreement with Kawasaki is the first of its kind and demonstrates the significant drive of the motorcycle market to promote personal navigation for two wheels.

“Our partnership with Kawasaki Motors Europe ensures motorcyclists can easily experience the ultimate in personal navigation,” said Harold Goddijn CEO of TomTom. “Kawasaki riders will be able to enjoy the open roads, with the ability to navigate not only the major motorways, but also the specific scenic routes provided by TomTom PLUS. We are working with our distribution partners to ensure our customers have access to TomTom RIDER. In addition, this deal shows our mutual commitment to providing motorcyclists with the best products on the market.”

TomTom RIDER boasts a simple, easy-to-use touch screen with anti-glare which can be used with gloves. It also has an integrated sun-visor that ensures the best view of the screen possible. The new TomTom RIDER is ultra portable ensuring that it fits into a bag and can be taken with you when you're not on your motorcycle or scooter.

Additional features include itinerary planning enabling multiple stops on a journey; Location finding using full postal codes in The Netherlands and Great Britain; New routing calculation options (fastest route, shortest route, avoid toll roads); Updated and improved fully connected maps, allowing cross-border planning from and to nearly all streets in Europe and the United States; Millions of points of interest including parking, petrol stations, hotels and restaurants with an optional automatic alert option as you approach one.

TomTom RIDER is the only navigation system to receive this support from Kawasaki, in what marks a fantastic opportunity for all riders to benefit from personal navigation.