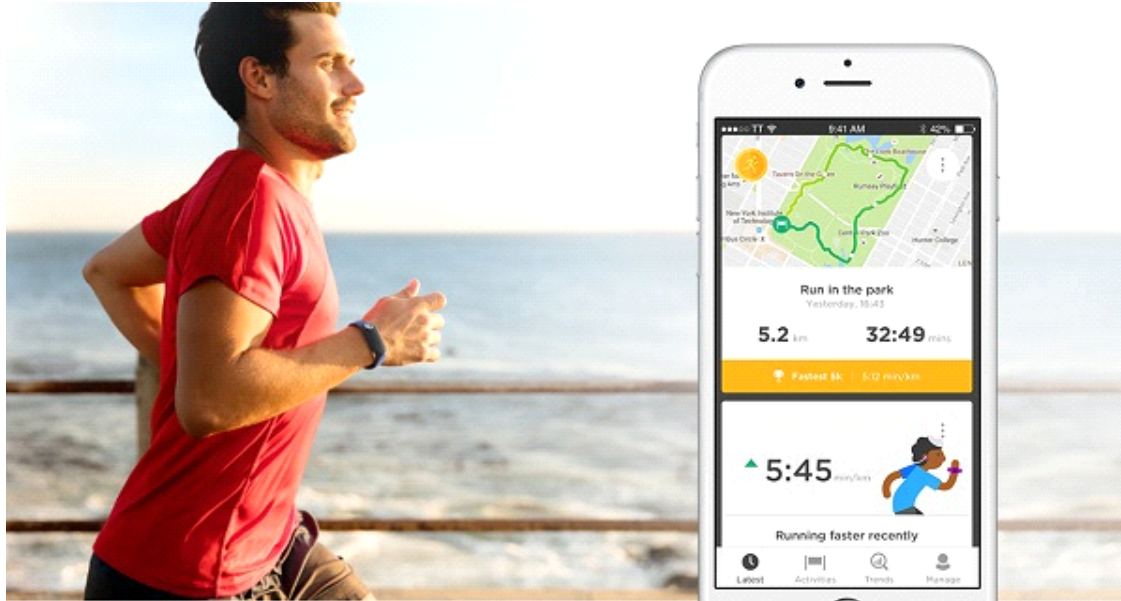




January 5, 2017

## The new TomTom Sports app gets you going

~ TomTom Sports announces introduction of new sports app ~



**TOMTOM**  **SPORTS**

**LAS VEGAS, NV. – January 5, 2017** – TomTom ([TOM2](#)) is announcing the launch of the new TomTom Sports app today, bringing not just activity data, but insights and motivation, to millions of users.

The new TomTom Sports app, co-created with athletes and fitness app users, gets people going by introducing motivational messages, activity trends and comparisons, performance stats down to the second, rich social sharing functions, presented in an attractive and friendly design.

“We have been creating wearables since 2009, and since then much has changed. The large amounts of data people now have access to, is overwhelming. What people *really* need in that moment where excuses beat conviction, is motivation and a better understanding of what works for them. With our new TomTom Sports app we turn data into insights to do just that. This launch marks the beginning of what will be a hugely exciting year for our brand in the world of sports.” Says Corinne Vigreux, Co-Founder and Managing Director TomTom Consumer.

The TomTom Sports app provides a single place to track up to 12 different activity types ranging from running, cycling and swimming to skiing, trail running and hiking.

The app can show your latest efforts and achievements – such as changes in body composition<sup>[1]</sup> and resting heart rate<sup>1</sup> - at a glance. It also enables more advanced athletes to examine performance analytics on a by-the-second level. With smart comparisons users can now benchmark their latest performance against their personal bests.

The new TomTom Sports app enables seamless data sharing with a range of third party platforms like Strava, Nike+, Endomondo, MapMyFitness, Runkeeper and many more.

### Coming to your smartphone soon

The new TomTom Sports app will be available for download from the Apple Store and Google Play<sup>[2]</sup> store starting at the end of January in most countries. The app works with iOS<sup>4</sup> and Android<sup>[3]</sup> smartphones and supports the TomTom Runner,

TomTom Touch, TomTom Adventurer, TomTom Spark and TomTom Multi-Sport wearable ranges. For more information go to [tomtom.com/sportsapp](http://tomtom.com/sportsapp) or watch our TomTom Sports App Product Video: <https://youtu.be/KoJ5tyJsi7o>

Visitors to CES can visit TomTom to find out more at: [Sands Expo Hall C, Booth #43705 \(level 2\)](#).

**ENDS**

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[1] *Only with supporting TomTom devices*

[2] *Google Play is a trademark of Google Inc.*

[3] *Android is a trademark of Google Inc.*

*4 iOS and iPhone are trademarks of Apple Inc.*