



TomTom Introduces New Line-Up of Portable Navigation Devices for North America

New line-up gives every type of driver a faster, smarter way to get to their destination

Las Vegas, Consumer Electronics Show, January 10, 2011 – TomTom is introducing its new product line up of world-class portable navigation devices for the North American market. The new line-up classifies TomTom's easy-to-use navigation solutions into three clear step-up ranges named Start, VIA, and GO LIVE.

- **Start:** The entry-level, and budget-friendly, Start line offers an easy solution for new drivers by providing essential A-to-B navigation on a dedicated device. Start offers access to the world's most complete and accurate database of maps, as well as features such as lane guidance and spoken street names that help make navigation easier and less stressful. Additionally, the product line offers new features for an entry-level TomTom line, such as access to nationwide fuel prices.
- **VIA:** The mid-range VIA line offers a stress-free navigation solution for the busy person always on-the-go, such as a multi-tasking parent. With additional safety features such as Bluetooth hands-free calling, voice recognition, and advanced lane guidance, drivers are able to navigate through life while keeping their hands on the wheel and eyes on the road.
- **GO LIVE:** The faster GO LIVE line offers the daily commuter all the features of the VIA and real-time information with access to connected, LIVE Services. Featuring the award-winning TomTom HD Traffic and branded Travel Apps, users can read restaurant reviews on Yelp® and TripAdvisor®, find hotel availability with Expedia® or automatically tweet their arrival time on Twitter without ever leaving the car. Additionally, they'll have access to live fuel prices, weather forecasts, and local search.

The product lines include the following features:

START

- Lifetime Traffic Updates*
- Lifetime Map Updates*
- Spoken Street Names
- Lane Guidance
- IQ Routes
- Maps of US and CAN*
- 7 Million+ Points of Interest
- Essential Routing
- Fuel Prices

VIA

- Lifetime traffic Updates*
- Lifetime Map Updates*
- Spoken Street Names
- Advanced Lane Guidance
- IQ Routes
- Maps of US, CAN, MEX*
- 7 Million+ Points of Interest
- Instant Routing
- Bluetooth® Hands-free Calling*
- Voice Recognition
- Enhanced Graphics
- Slim Design and Integrated Mount

GO LIVE

- TomTom HD Traffic**
- Lifetime Map Updates
- Spoken Street Names
- Advanced Lane Guidance
- IQ Routes

- Maps of US, CAN, MEX 7
- 7 Million+ Points of Interest
- Dynamic, Instant Routing
- Bluetooth® Hands-free Calling
- Voice Recognition
- Enhanced Graphics
- Slim Design and Integrated Mount*
- Click-and-Go Mount*
- Capacitive Touch Screen*
- LIVE Services
- Fuel Prices
- Travel Apps
- Roadside Assistance

The new TomTom product line-up will be available in Spring 2012. Pricing and availability will vary by model.