



TomTom sets new standard for navigation industry

~ **New dynamic route guidance fundamentally improves in-car navigation; if there is a faster route, the new TomTom GO x40 LIVE will find it ~**

IFA - Berlin, 28 August 2008 – TomTom, the world's leading navigation solutions provider, today presents its most innovative product yet. The connected TomTom GO x40 LIVE delivers dynamic navigation and route guidance that continuously adapts to changing road conditions and always gives drivers the fastest route to a destination.

The three models of the TomTom GO x40 LIVE series come with a new and extended version of **TomTom's unique IQ Routes™ technology**. TomTom IQ Routes™ is now based on historical travel time information for every road, specified for every day of the week at five minute intervals.

The new TomTom GO x40 LIVE automatically connects to TomTom's exclusive High Definition (HD) Traffic service for the most accurate and detailed live traffic information. It will now be available in Germany, UK, France and Switzerland for the first time, in addition to the Netherlands, where the service was introduced at the end of 2007. When the measured traffic conditions differ from the expected flow rates, the TomTom GO x40 LIVE automatically calculates a better alternative route if one is available. The expected time of arrival will be adjusted accordingly.

Launch of TomTom LIVE Services

The TomTom GO x40 LIVE series has **plug & play** connectivity built in and comes with a number of valuable information services for motorists.

- Superior and unique **TomTom High Definition Traffic™** service for the most accurate and current traffic information en route, now available for the first time in Germany, UK, France, Switzerland as well as in the Netherlands.
- **TomTom Safety Alerts** including real-time safety camera reporting and sharing, means users can keep each other informed about mobile safety cameras.
- **TomTom Fuel Prices:** up-to-date fuel price information guides you to the cheapest fuel stations along users' routes or in their area.
- TomTom unlocks the power of online **Local Search** with **Google**. It turns search results into a destination with the press of a button. This gives users access to millions of locations.

"The introduction of the new TomTom GO x40 LIVE series and LIVE Services mark a fundamental breakthrough in the quality and functionality of navigation devices and how people will use them," says Harold Goddijn, TomTom's chief executive officer. "We don't want our customers to spend time in traffic if they don't have to. With the new TomTom GO x40 LIVE we provide drivers with the best routing information available and we help them to make intelligent decisions that save time and money, putting them back in control."

"Through the introduction of TomTom LIVE Services we are also evolving from a pure PND manufacturer to a provider of state-of-the-art routing information," Goddijn adds. "We believe that through those innovations we can enhance the lives of millions".

TomTom GO x40 LIVE range

The new TomTom GO x40 LIVE series features three models; the TomTom GO 940 LIVE, TomTom GO 740 LIVE and TomTom GO 540 LIVE*. It comes with an iconic flat design and new, high-quality user-interface with optimised icons for even easier navigation through the device menu.

All products come with TomTom's wide range of award-winning navigation features, including IQ Routes, HD Traffic as part of LIVE Services and TomTom Map Share - TomTom's unique map improvement technology. The improved advanced lane guidance feature now gives drivers clear instructions of complex junctions.

The new **Active Dock** incorporates a system connector, so the device can be semi-integrated into the car while ensuring easy docking and charging.

With safety in mind, the TomTom GO LIVE series now also features **voice command and control** in addition to existing safety options, providing customers with more safety features than any other navigation device. For the first time users can plan a route or make a phone call by using their voice. Over 100 tasks can be activated by voice, so drivers can keep their eyes focused on the road ahead.

The TomTom GO x40 LIVE series comes with a full range of accessories to match the design and finish of the new range.

Availability and price

TomTom LIVE Services and TomTom GO x40 LIVE series will be available in Germany, the UK, France, Netherlands and Switzerland from Autumn 2008. The TomTom GO x40 LIVE series has a recommended retail price from 349 euros. A free three months trial period for TomTom LIVE Services is included. Afterwards users can easily register to a monthly, flat-fee subscription of 9.95 euros with no hidden costs, so they continue to receive all LIVE Services directly into their car.

- END-

*Availability and price of the TomTom GO x40 LIVE series and TomTom LIVE services may differ per country. Some LIVE Services are country specific.

For more information please contact:

Richard Piekaar:
+31 20 757 5194
ir@tomtom.com