



TomTom Unveils New TomTom GO Range with Hands-free Functionality, Connectivity and Improved Map Coverage

CeBIT, 10 March 2005 TomTom, a leading navigation solution provider, today announces the launch of a new range of the award-winning TomTom GO all-in-one navigation device.

The new range is comprised of three models (TomTom GO 700, TomTom GO 500, TomTom GO 300) and provides a navigation solution to meet all users' needs.

"The world is constantly on the move and the new GO range ensures that people have a smart, easy-to-use car navigation solution to help them stop searching and start finding," said Harold Goddijn, TomTom's chief executive officer. "No other navigation system delivers so much performance and so many cutting edge features at the price points that TomTom GO offers. Navigation is personal, so we have created three models with distinct feature sets to meet the varying needs of our customers."

TomTom GO 700

The TomTom GO 700 is TomTom's full feature, top of the line all-in-one navigation device. It was developed for the most demanding consumers who want the fullest navigation experience.

TomTom GO 700 is equipped with voice communication capabilities that enable it to be used as a hands-free kit for Bluetooth-enabled mobile phones. By connecting to the driver's phone via Bluetooth wireless technology, the driver can safely and comfortably take and make calls while navigating from A to B.

The hands-free functionality works so easily that your phone can even be in your bag or pocket. Simply tap the GO screen to accept a call or to make one and talk through the GO while you drive. The TomTom GO 700 routes calls automatically from your mobile phone through the integrated speaker and microphone with professional sound quality, while the screen continues to show you where to go. You can make calls in the same way, and you can even access your mobile's phonebook through the GO.

The unique integration of GO and your phone is seamless and users will benefit from the bigger screen and clearer UI (User Interface) than is found on mobile phones and hands-free kits. With this feature, there is no need to fit costly phone specific hands-free kits that are time consuming and expensive to install and that need to be re-installed when either the car or the phone is exchanged.

The TomTom GO 700 has a high capacity internal hard disk that comes pre-installed with full, street level maps for Western and Eastern Europe. As a result, driving door-to-door across Europe is now completely seamless. The TomTom GO 700 gives you door-to-door spoken and on screen instructions anywhere from Lisbon to London, from Brussels to Bologna.

A remote control comes standard with the GO 700. Ergonomically designed for maximum driver and passenger comfort, the remote control can now be used whilst driving to ensure drivers' eyes are kept firmly on the road.

The TomTom GO 700 can access the TomTom PLUS information services through a suitable Bluetooth enabled mobile phone. (see separate press release) TomTom PLUS is a bundle of services that provide real time information on traffic congestions, weather conditions and extra downloads such as detailed city maps, additional voices, points of interest and much more.

TomTom GO 500

The TomTom GO 500 comes with pre installed detailed map of your country connected to the Major Roads of Europe map all pre-installed on an SD card. You can go door-to-door across entire country and can seamlessly find your way to any town across Europe using the Major Roads of Europe map.

In addition, TomTom GO 500 has the same hands-free functionality as TomTom GO 700 via Bluetooth-enabled phones. A remote control can be bought separately for the TomTom GO 500. Additionally, TomTom GO 500 is ready for TomTom PLUS services through a suitable Bluetooth enabled mobile phone.

TomTom GO 300 Completing the new GO range is TomTom GO 300. TomTom GO 300 features all the great navigation of the award-winning TomTom GO at an accessible price.

TomTom GO 300 offers the latest street-level map of your country that includes details for each town and city.

Additionally, it is ready for TomTom PLUS services through a suitable Bluetooth enabled mobile phone.

IMPROVED SOFTWARE: Building on the features that made the original TomTom GO so popular, the new TomTom GO range comes with improved and expanded software and remains as easy to use as ever. New features include

- Itinerary planning to allow 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. Allows cross- border planning from and to nearly all streets in Europe and the United States
- Over 50 new voices and 18 new languages including Polish, Czech, Turkish, Serbian, Croatian, Australian, Greek and Russian†3
- Automatic adjustment in volume of the voice instruction based on changes in car speed
- A demonstration view that lets you test and review your trip before you actually start driving
- Millions of points of interest including parking, petrol stations, hotels and restaurants with an optional automatic alert option as you approach one.

TomTom GO Features and Accessories At A Glance

TomTom GO	300	500	700
TomTom GO unit	x	x	x
Software and maps of [your region] on SD	x		
Software and maps of [your region] +Major Roads of Europe on SD		x	
Pre-installed maps of whole European region on 2.5 Gigabyte HDD			x
Built-in Bluetooth transceiver	x	x	x
Hands-free phone capability		x	x
Enhanced GPS receiver	x	x	x
Built-in loudspeaker	x	x	x
Rechargeable battery for wireless use	x	x	x
Remote control + batteries		As accessory	x
Assisted Satellite Navigation (for use in tunnels)		x	x
Product code and registration card	x	x	x
Suction mount & docking shoe	x	x	x
Processor	200Mhz	400Mhz	400Mhz
Memory	32MB	32MB	64MB
Cigarette lighter charger/adaptor	x	x	x
Power cable and plug adapters	As accessory	x	x
USB cable	x	x	x
CD-ROM User Manual	x	x	x
Carry case + screen cloth	x	x	x
Easy Set-up Poster & Quick Start Guide	x	x	x
Accessories catalogue	x	x	x
TomTom PLUS catalogue	x	x	x

Pricing & Availability:

The new GO devices will be available from major retailers from mid April 2005. Pricing will be announced shortly.

[UK Only] †2 Available on UK models only

†3 Additional languages include Turkish, Polish, Croatian, Czech, Hungarian, Romanian, Serbian, Russian, Bulgarian, Canadian French, Greek, Australian English, Brazilian Portuguese and Mexican Spanish