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TomTom Touch: Find Out What You're Made Of

Measure and track muscle mass and body fat right from your wrist with the touch of a button



IFA, Berlin, 1 September 2016 –Today, TomTom ([TOM2](#)) launches the first fitness tracker on the market that combines body composition analysis with steps, sleep and all day heart-rate tracking, right from the wrist. With the push of a button, [TomTom Touch](#) measures the percentage of body fat and muscle mass in your body to finally answer the question: *Is what I'm doing, doing anything for me?**

Body composition gives you a good understanding of your fitness level and how it's changing over time**. Until now, this metric has been available with dedicated scales or expensive technology. The launch of TomTom Touch now makes it more accessible to a broader audience.

“We're excited to give people fitness information they can really use with TomTom Touch,” said Corinne Vigreux, co-founder and managing director, TomTom Consumer. “We all know that weight doesn't tell the whole story. Two people with the same weight can have completely different levels of muscle and fat in their body. TomTom Touch gives more clarity by tracking body composition, so you can really tell whether your efforts are having any effect.”

TomTom Touch is designed to be worn 24-7 and includes everything you'd expect from the best fitness trackers available today. Tracking steps, sleep, all day heart-rate, calories burned, it also comes equipped with a sports mode for running, cycling or hitting the gym. You can also stay connected with smartphone notifications.

It's easy to dive into your stats, view progress and share achievements with friends via the [TomTom MySports](#) companion app on your smartphone. Performance statistics and graphs help you make sense of your activities and the effect they have on your body composition over time.

Sleek and slim, TomTom Touch comes with a range of colourful, high quality straps to match your style.

TomTom Touch joins the TomTom Sports' range of sports and fitness products created to inspire people to Get Going by making it easier for people to get fit, get better and get out there.

TomTom Touch is available for pre-order from today on www.tomtom.com/fitness and costs 149 Euros. The full range will be available in stores in October.

More information can be found here www.tomtom.com/fitness

To download images of this or any of our products, please click [here](#)

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