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TomTom GPS Sport Watches now Compatible with Nike+ Running App

Amsterdam, 6 March, 2015 – TomTom (TOM2) today announces that its range of TomTom Runner and Multi-Sport GPS Sport Watches will now connect to Nike+. Users can now track their progress, challenge their friends and share their successes with the Nike+ running community and earn NikeFuel.

“This is the next step in a partnership with Nike that began in 2011 with the launch of the Nike+ Sportwatch, which was powered by TomTom,” says Corinne Vigreux, Managing Director and Founder, TomTom Consumer. “We’re excited to add an industry-leader like Nike+ to the list of platforms available to TomTom users.”

“Whether it’s an athlete’s first or fastest run, Nike+ has been there to provide inspiration and information to motivate all runners. Together with best-in-class partners, we can now deliver these experiences to even more runners, regardless of where they run or the device they prefer to run with,” says Adam Roth, VP of Nike Global Running Brand Marketing. “These partnerships are all about the runner – giving him or her even more ways to access the benefits of being a Nike+ Running member.”

TomTom GPS Sport Watches automatically sync activities to multiple running sites and apps including Nike+, TomTom MySports, RunKeeper, MapMyFitness, Jawbone, Endomondo and Strava. Activities can also be uploaded manually to other open platform communities.

TomTom GPS Sport Watches track real time information including time, distance, pace, speed, heart rate and calories burnt during an activity.

For more information visit www.tomtom.com/sports

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