



## TomTom debuts new entry-level car navigation solution

*~ Quality, simplicity and style go hand in hand with this smart satnav ~*

Amsterdam, 6 October 2009 – Proving that quality, simplicity and style can mix, TomTom today introduces the TomTom Start in Europe. TomTom Start is an entry-level car navigation solution that represents the ultimate in easy-to-use, smart route planning.

The TomTom Start is specifically designed for occasional drivers and drivers who haven't had a chance to experience the benefits of car navigation.

The simplified menu displays a two button user interface, 'Plan route' and 'Browse map'. The device is lightweight, has a compact 3.5" screen and has a semi-fixed EasyPort™ mount, making the whole navigation package fit into a pocket, small bag or glove compartment.

"With the introduction of TomTom Start, we have taken another step in democratising navigation by making it easy to use, accessible and affordable, but without compromising on providing drivers with the fastest route," says Corinne Vigreux, Managing Director TomTom. "Available in six stylish colours\*, the TomTom Start is equipped with the unique innovative solutions IQ Routes™ and Map Share™ technology."

IQ Routes technology provides users with the fastest route any time of day with accurate travel times. TomTom has a database of over 800 billion speed profiles worldwide, which are included in the device's map so that users get smart route planning wherever they are. The device also comes with Map Share, TomTom's unique technology that allows users to make their own map changes, and benefit from thousands of free map corrections made by TomTom users every day – free of charge.

The simplified menu gives users easy access to the safety camera database and thousands of Points of Interest pre-installed into the device.

For further personalisation, users can go to TomTom HOME desktop software to download a wealth of content, including start-up screens and a range of fun voices

### Availability and pricing

The TomTom Start standard edition is available in black and white (EU map only), from retail stores at for €129 for a regional map and €149 for a European map.

TomTom Start will become available in the UK and Ireland, the Netherlands, Spain, Portugal, Sweden, Denmark, Finland and Norway.

Changeable covers (StartSkins) are available via [www.tomtom.com/startskins](http://www.tomtom.com/startskins) and retailers for only €14.95 per colour.

### Notes for editors

TomTom Start standard key features include:

#### Easy to use

- Plug & Go – no installation needed; plug in and tap the touch screen.
- Simplified menu – two simple buttons 'Plan route' and 'Browse map'.
- Lightweight (128g) device with a 3.5" screen and Semi-fixed EasyPort™ mount folds neatly onto the back of the device, making the whole navigation package fit into pockets, small bags and glove compartment.
- Loud and clear voice instructions.

#### Best routing and maps

- IQ Routes technology – calculates the fastest route any time of day.
- Map Share technology - benefit from thousands of free map corrections made by TomTom users every day.
- Latest map guarantee.

#### Enhance safety

- Realistic visual instructions - replicated road signs, making them easier to follow.
- High quality speaker - get voice instructions at adjustable volume.
- Help menu - provides direct access to emergency numbers and directions to the nearest emergency providers.

#### Accessories – optional upgrades

- Changeable covers (StartSkins), including matching protective bags. StartSkins available in store: Flaming red, Ice blue, Electric green Deep purple. Sunburst yellow and Flaming orange are also available from

[www.tomtom.com](http://www.tomtom.com). Priced at 14.95 euro per colour.

- Carry case, 19.95 euro
- USB home charger.
- USB car charger.

- END -

For Investor Relations, please contact:

Richard Piekaar

Tel: +31 (0)20 757 5194

Email: [ir@tomtom.com](mailto:ir@tomtom.com)

#### About TomTom

TomTom NV (AEX: TOM2) is the world's leading provider of navigation solutions and digital maps. TomTom NV has over 10,000 employees working in four business units – TomTom, Tele Atlas, AUTO and WORK.

TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom products include all-in-one navigation devices which enable customers to navigate right out of the box; these are award-winning TomTom GO family, the TomTom XL and TomTom ONE ranges and the TomTom RIDER. Additional independent research proves that TomTom products have a significant positive effect on driving and road safety.

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers digital coverage of more than 200 countries and territories worldwide. The AUTO business unit develops and sells navigation systems and services to car manufacturers and OEMs. WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom NV was founded in 1991 in Amsterdam and has offices in Europe, North America, Middle East, Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to [www.tomtom.com](http://www.tomtom.com) & <http://investors.tomtom.com/>.