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TomTom and STORM Eindhoven team up for round the world challenge

World's first electric touring motorcycle to complete challenge in 80 days

Amsterdam, 15 August 2016 – TomTom ([TOM2](#)) today announced that it is supporting the [STORM World Tour](#), a university challenge to travel around the world in 80 days on an electric powered motorcycle. As a supporter, TomTom is helping the STORM team to take on the huge challenge and will critically be providing navigation devices, along with TomTom Bandit action cameras so the team can shoot and share footage of its challenge.

23 students from Eindhoven University of Technology have been working together since September 2014 to design and build an electric bike for the challenge. The aim is to improve the global image of sustainable transport and to show just what can be achieved on an electric bike. The 80 day challenge will see them travelling over 26,000 kilometers of road and visiting 16 countries along the way.

"Showing the world what tomorrow's transport should look like is inherent to our mission," said Bas Verkaik from STORM Eindhoven. "That's why we are so happy to have a big brand like TomTom on board that is known for being a leader in this area. Besides that, they have shown incredible commitment to our project, which was not only translated into technical support. Their global network and expertise in marketing have been of great value as well."

"It's great for TomTom to get behind projects that aim to pave the way for the future of mobility," said Corinne Vigreux, co-founder and Managing Director of TomTom Consumer. "I've been very impressed with the drive and ambition of the STORM team and being able to provide technical support to help them achieve their goals has been really exciting for TomTom. We wish them every success on their journey and look forward to welcoming them home."

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