



May 3, 2016

## New TomTom START Navigation Series Launches

**~ Quicker & smarter devices for drivers who want to improve their navigation experience – available now ~**

**Amsterdam, 3 May 2016** - [TomTom](#) (TOM2) today announced the launch of three new TomTom [navigation devices](#) for the car. Boasting TomTom's latest innovations in address search, routing and guidance, as well as access to the most up-to-date maps, the new TomTom START PNDs are slim and stylish, and have been created to make people feel like they are enjoying a priority driving experience.

Drivers will welcome the 'average speed limit' information. Measurement of average speed on road networks is becoming popular, via an average speed check camera. The new TomTom START series provide a feature that will ensure that drivers are aware of their average speed for safer driving.

The inclusion of Lifetime Maps<sup>[1]</sup> means that drivers don't need to worry about paying for map updates during the lifetime of the product. And people can trust that TomTom's maps are the most accurate available on the market.

TomTom's Advanced Lane Guidance provides drivers with extra clarity when navigating difficult junctions, meaning that they don't miss a turn.

Corinne Vigreux, co-founder and Managing Director, TomTom Consumer, said: "I am incredibly proud that we keep on bringing innovation to our navigation products, and of our tireless work in making the navigation experience safer and smarter. We are constantly striving to make more accurate maps, deliver faster and more detailed traffic information, and create smarter routing. This combination is what makes the TomTom driving experience so unique."

Vigreux continues: "Listening to our customers, we understand the responsibility we have as the most trusted companion to drivers, and with the new TomTom START series, we're once again honouring that trust and confidence."

The TomTom START 42, 52 and 62, are available with 4, 5 and 6" touchscreens, respectively.

The TomTom START 42 and 52 are available immediately at selected retailers, as well as on the [TomTom Website](#), The TomTom START 62 will be available in July 2016.

**-ENDS-**

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[1] Lifetime Maps: For the life of your product, you can download 4 or more full updates of your map of Europe every year. You need a PC with an Internet connection and a MyTomTom account to download map updates. For more information, visit [tomtom.com/lifetimemaps](http://tomtom.com/lifetimemaps).