



## Ground-breaking Set of Safety Features in New GO Range

*Unique New Features Contribute to Safe Driving; Give Direct Access To Safety and Emergency Roadside Assistance*

- 'Help Me' button in main menu
- Database of important locations and phone numbers for emergencies and ordinary trouble
- First aid guide provided by the British Red Cross
- Extensive car-related (i.e. car maintenance tips) and travel-related information (country specific traffic regulations, bank opening times etc.) for traveling abroad
- Roadside assistance service in cooperation with dozens of renowned national automobile clubs
- Extensive and unique set of individual safety preferences to choose from

**Cannes, France, 5 June 2007** - TomTom, the world's largest navigation solutions provider, today announced that the new TomTom GO range includes unique safety features, helping drivers in case of trouble (including emergencies) and ensuring that they get from A to B as safely as possible.

### Help Me Menu

The introduction of a 'Help Me' menu, accessed from the main menu of the new TomTom GO range, gives users direct links to helpful locations, phone numbers, roadside assistance, and other useful information (including medical information) to help in the case of a wide range of difficulties.

### Phone For Help, Drive to Help and Walk To Help

The TomTom GO 520 and 720 both feature a full database of important locations and phone numbers. These include emergency services, but also the nearest car repair shop, pharmacy or police station, all intuitively displayed on the user interface. The user can dial the number that is displayed while the screen will clearly show where the driver is, both on a map, in text, and even in 1-meter-precision satellite coordinates. Meanwhile, or instead, the user can plan a route to the location, either by car or by foot. Thanks to the seamless software integration and TomTom's hands-free calling functionality, the device will also provide the phone number of the appropriate roadside assistance service if requested and will even dial it over a hands-free connection if it can establish a wireless Bluetooth® connection to a mobile phone.

Thus, the user can solve his trouble by picking from a wide range of options, ranging from a walking route to the nearest petrol station to a driving route plus instant phone call to the nearest hospital.

### First Aid Guide Provided by the British Red Cross

In every TomTom GO 520 and 720, drivers can find a list of first aid techniques supplied by the British Red Cross, including what to do in a road accident, how to resuscitate casualties, how to treat burns and scalds and what to do in case of choking. All complemented by clear illustrations.

### Extensive Local Travel and Car Maintenance Information

TomTom has partnered with the Dutch Automobile Club, ANWB, to provide extensive local travel information on the GO 520 and 720. This includes country-specific traffic regulations, bank opening times, etc., providing the motorist with useful information for a journey abroad. Furthermore, car repair and maintenance information is provided, ranging from how to prepare the vehicle for winter and what to do in case of a break down.

### Emergency Roadside Assistance

TomTom's 'Help Me' button will give direct access to the relevant roadside assistance service automobile club in the country. Through ARC Transistance\* TomTom has partnered with the British AA, the Irish AA, the Dutch ANWB, the Italian ACI, the Luxembourgian ACL, the Portuguese ACP, the French ACTA, the German ADAC, the Finnish AL, the Danish FDM, the Swedish Motormännen, the Norwegian NAF, the Austrian ÖAMTC, the Spanish RACE, the Polish Starter, the Belgian SOS Touring, the Swiss TCS, and the Czech UAMK.

Through Assist Australia\* TomTom provides access to NRMA, NT, RAA, RAC, RACQ, RACT and RACV - the major Automobile Clubs providing the roadside assistance in various parts in Australia.

Again, while talking to Roadside Assistance, the screen will display the location of the vehicle graphically, describe it in text and show its satellite coordinates with a 1 meter precision.

### New safety features

This new TomTom GO range allows users to enable even more safety features than ever before, such as:

- Recommended driving breaks: If a driver has been driving for over a certain amount of time, the TomTom GO will prompt them to take a driving break to ensure they stay safe
- Warnings when approaching schools and places of worship: Prompts the driver to slow down in pedestrian-dense areas
- Reminders for drivers to point out on which side of the road they should drive (reminders to English drivers when traveling in right-driving countries, and vice versa)
- Safe option to read aloud incoming SMS (text) messages using a combination of text-to-speech and speech recognition technology: When a text message arrives, the device will make a (spoken) offer to read it aloud. Speech recognition technology is used to process the user's spoken response. If the user says "yes", the whole text message is read aloud. At no time does the user have to touch or look at the screen (reception of text messages requires a wireless connection to a mobile phone).
- Safe option to reroute in case of increasing delays using a combination of text-to-speech and speech recognition technology: If delays due to traffic jam increase significantly, the device will make a (spoken) offer to try and minimize the delay. Speech recognition technology is used to process the user's spoken response. If the user says "yes", the best possible route is planned taking all real-time traffic information into account. At no time does the user have to touch or look at the screen (reception of traffic requires either an RDS-TMC receiver or a TomTom traffic subscription).

"Safety is a key priority for TomTom and we are leading the industry in this area," said Harold Goddijn, TomTom's chief executive officer. "Research proves that our products have a significant positive effect on driving and traffic safety. We are focused on continuing to increase driver safety and are proud to enhance this further with the additional features in the new TomTom GO. As the market leader we believe it is our responsibility to continue to keep safety top of mind in all our product innovations."

The new TomTom GO range will be available in the third quarter of 2007.

\* ARC Transistance is the leading European network of Automobile Clubs and service providers for the provision of mobility related services to the motoring industry, operating in over 40 countries in Europe and serving over 45 million motorists. Assist Australia is the leading network of Automobile Clubs for Australia. NRMA, NT, RAA, RAC, RACQ, RACT, and RACV are the Automobile Clubs providing the service in various parts in Australia.