



June 29, 2016

New TomTom VIA: Satnav Reliability with Real-Time Smarts of a Phone

~TomTom VIA satnavs launch: Connect to your smartphone for live speed camera alerts and real-time traffic information – even doubles as hands-free kit~

Amsterdam, 29 June 2016 [TomTom](#) (TOM2) announces two new [smart satnavs](#) today which use your smartphone to enhance their intelligence further. The TomTom VIA 52 and 62 feature a smartphone connection – meaning drivers get much more for their money. The satnavs double as Bluetooth® connected hands-free kits for calling, feature real-time traffic information, and live speed camera alerts [1], all at an affordable price.

The highly-praised [real-time traffic information](#) means that drivers can avoid sitting in queues, while the live speed camera alerts gets drivers to new locations safely, and stress-free.

After pairing their satnav with their smartphone, drivers can simply slip the phone in their pocket, get in the car and everything is ready to go – leaving them to focus on enjoying the drive. By combining the connected smartphone and satnav, the driver gets the best of both worlds [2].

Corinne Vigreux, co-founder and managing director, TomTom Consumer said: “We want drivers to be able to enjoy the journey ahead feeling safe and relaxed. That’s why the new TomTom VIA satnavs come with hands-free calling, and smartphone connectivity. The new devices are also packed with award-winning innovative features, smart routing, and our super-accurate maps – everything needed to drive headache-free.”

Lifetime Maps and Lifetime Traffic [3] are also included at no additional cost. This means that drivers don’t need to worry about paying for map updates, or traffic information in the future [4].

Drivers can begin planning a journey from the sofa, using [TomTom MyDrive](#). This is a free planning tool available on a smartphone, PC or tablet. Using the MyDrive app, TomTom Traffic Checker sends drivers alerts about the live traffic situation, so worrying about what time to set off is a thing of the past – TomTom takes care of it.

The TomTom VIA 52 and 62 feature 5-inch and 6-inch screens, respectively. The TomTom VIA 52 is available immediately from selected retailers and on the [TomTom webstore](#) while the VIA 62 will be on sale from July.

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[1] Speed Camera Alerts are free for three months, after which time a subscription is required.

[2] Average data consumption for is approximately 10MB per month.

[3] Lifetime Map updates and Lifetime TomTom Traffic are free, for the life of the device. 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.

[4] Live features work using a smartphone connection via Bluetooth®.